

**CONSUMERS' ATTITUDES TOWARDS PURCHASING WINE: THE LINK BETWEEN PURCHASING  
CHANNELS AND PERCIEVED BENEFITS**

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## Abstract

This thesis aims to investigate different motivations of adopting an online versus in-store channel when buying wine. Specifically, it examines consumers' perceptions of these channels based upon the benefits they associate with each one. Four literature streams were used to represent perceived benefits associated with sourcing products online and in-store: price, trust, convenience and available information. A further two literature streams were chosen to represent influences that aid consumers to buy wine: labelling/packaging and branding, to determine whether the consumer's perceived importance of them have an influence on the purchasing channel they choose. In order to understand why consumers adopt an online versus in-store channel when buying wine, an online survey was created using Qualtrics, with the sample being recruited through Mechanical Turk. The scales used in the survey were adapted from literature streams that concerned channel adoption and motivations to buy wine. A total of 248 responses were collected and analysed using multivariate procedures, including cluster analysis which was used to identify distinct groups of consumers.

The results revealed there to be three segments of wine consumers when considering channel choice behaviour; modern consumers, visual consumers, and neutral consumers. Online convenience and available information online were significant influences in adopting an online channel to purchase wine. It was also found that visual attributes such as labelling/packaging are influences in aiding wine purchases, as well as adopting an in-store channel to buy.

# 1. Thesis Overview

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## 1.1. Introduction

The US wine market is often seen a very desirable place that many winemakers wish to compete in (Wine Australia, 2020). In 2019, it was designated the title of the world's most attractive market for wine for the third year in a row, based upon volume and positive economic indicators (Wine Australia, 2020). Alongside this, the market maintains the largest population of wine drinkers and imports the most wine by value (Mueller, Remaud, & Chabin, 2011; Wine Australia, 2020). Individuals in the US consumed over 3656 million litres of wine, which averages out at 11 litres per resident in the year of 2018 alone (Wine Institute, n.d.). Furthermore, it's forecasted that the market will further increase as the popularity of wine will remain (Wine Australia, 2020).

As this number is estimated to rise, wine retailers need to be aware of the impacts it will have upon their businesses and be able to meet consumers' needs (Pomarici, Lerro, Chrysochou, Vecchio, & Krystallis, 2017). Currently, retailers are meeting these needs by ensuring wine is widely available to consumers (Bonn, Kim, Kang, & Cho, 2016; Pucci, Casprini, Nosi, & Zanni, 2019). In December 2014, the number of supermarkets in the US selling wine reached almost 30,000, with each store selling 360 different bottles on average (Nielsen, 2015). Additionally, it's been noted that consumers are given more of an option when selecting a bottle of wine than they would when selecting another item from the supermarket shelf, which complicates the decision process since there are many alternatives to choose from (Bresciani, Giacosa, Broccardo, & Culasso, 2016; Horowitz and Lockshin 2006). Therefore, many consumers rely on visual aspects such as labelling and branding when selecting a bottle (Barber, Almanza, & Donovan, 2006; Castellini & Samoggia, 2018; Nosi, Mattiacci, & Sfodera, 2019).

To add to this complexity, it has been recognised that in-store offerings are not the only way to source wine (Bekkerman, & Brester, 2019; Nosi et al., 2019; Szolnoki, Dolan, Forbes, Thach, & Goodman, 2018). Even though in-store retailers are the most predominant way to source wine, and there are many available and accessible for the consumer to source from (Napjus,



2020), the rapid extension of e-commerce has greatly influenced markets over time, with the wine market being included (Balter, 2020). In agreement with this, it is anticipated that wine sales in the US market will continue to grow in online and offline markets (Parboteeah, Taylor, & Barber, 2016). By engaging in both channels consumers and retailers are made aware of the benefits associated with both online versus in-store modes of purchasing (Hult, Sharma, Morgeson, & Zhang, 2019). Furthermore, consumers' sourcing preferences are being challenged, as they perceive different benefits associated with obtaining wine through different purchasing channels (Hult et al., 2019). Aspects such as price, trust, convenience, and available information, are perceived to be significant influences in consumer decision-making behaviour when adopting online and in-store channels (Bodur, Klein, & Arora, 2015; Haridasan, & Fernando, 2018; Kim, Libaque-Saenz, & Park, 2019; Rahman, Khan, & Iqbal, 2018). However, the literature fails to consider such influences when understanding the motivations of consumers when adopting online versus in-store channels to source wine.

This thesis aims to measure consumers' attitudes and perceptions towards purchasing wine online versus in-store channels. In addition, it aims to categorise consumers based on their collective perceptions surrounding the perceived benefits of these channels. Furthermore, it aims to explore whether there are differing perceived benefits to sourcing wine online versus in-store. These factors will be discussed in the next section.

## 1.2. Research Background

Shopping behaviour is considered to become relatively more complex due to the many purchasing channels available to consumers (Kim et al., 2019). Purchasing channels such as in-store retailers are often acknowledged as being the most typical way of sourcing products and services and are implied as being the essential venue for shopping (Bhargave, Mantonakis, & White, 2016; Kim et al., 2019). However, following on from the rise of technology, consumers are now given the option to source their goods online without having to visit a physical store (Frasquet, Mollá Descals, & Ruiz-Molina, 2017; Kim, & Park, 2005). Due to the inherent differences between online and in-store retailers, it's been noted that consumer behaviour is

more likely to vary when purchasing from each one, which often results in varied implications for retailers (Rajamma, Paswan & Ganesh, 2007).

The consequence of consumers being exposed to different widely available channels means that they often face the decision of determining which platform is most appropriate to purchase from (Lee, Chan, Chong, & Thadani, 2019). A recent development in the literature is to recognise the benefits of each channel to understand consumer behaviour (Shi, Wang, Chen, & Zhang, 2020), and that consumers have preferences for different channels depending on the type of product purchased (Chocarro, Cortiñas, & Villanueva 2013; Haridasan, & Fernando, 2018; Kim et al., 2019). Even so, the majority of literature surrounding channel choice fails to address products such as wine, and focuses on categories such as groceries (Arce-Urriza, Cebollada, & Tarira, 2017; Cebollada et al., 2019; Davies, Dolega, & Arribas-Bel, 2019; Degeratu, Rangswamy & Wu, 2000). This is seen as problematic since wine is considered to be an experience good, and the characteristics of the product may vary compared to others (Bishop & Barber, 2012; Marques, & Guia, 2018; Nosi, 2009).

Furthermore, there are thought to be many elements involved in a consumer's decision to buy wine, as well as the preferred channel the consumer wishes to source wine from (Batt & Dean, 2000; Cho, Bonn & Kang, 2014; Ling & Lockshin, 2003; Quinton & Harridge-March, 2008). The process of buying wine varies slightly from other goods, as the consumer is often not allowed to taste before buying (Sherman & Tuten, 2011). Moreover, during the purchasing process, consumers rely on various characteristics such as labelling and branding that consequently inform the final purchasing decision and determine product quality (Verdú Jover, Lloréns Montes, & Fuentes Fuentes, 2004; Lee & Lou, 1996; Steenkamp, 1990).

However, the lack of research surrounding motivations to buy wine from various purchasing channels makes it difficult to conclude whether the importance of labelling and branding influences one's desire to purchase in-store or online. Many of the studies that focus on motivations to buy the bottle are more likely to be concerned with in-store purchases as these attributes are assessed more accurately in person (Balaji, Raghavan, & Jha, 2011; Rathee, & Rajain, 2019). Additionally, an advantage of shopping through in-store retailers is that it allows consumers the ability to interact with the product and brand (Bäckström, 2011; Triantafillidou,

Siomkos, & Papafilippaki, 2017). The ability to do so is also linked to trustworthiness during in-store environments, as consumers can physically assess product quality (Arora & Sahney, 2018; Kaur & Khanam Quareshi, 2015). Moreover, consistent with the literature which highlights the benefits associated with shopping through in-store retailers, many businesses are becoming more knowledgeable and attentive towards consumer needs, by consequently creating a physical atmosphere where consumers indulge in the shopping experience (Díaz, Gómez, & Molina, 2017).

Alongside purchasing in-store, consumers are also given the option to purchase through online platforms (Davis, Smith & Lang, 2017; Kozlenkova, Palmatier, Fang, Xiao, & Huang, 2017). Purchasing products online has been of great interest to researchers in marketing following the soaring rise in e-commerce (Chocarro et al., 2013; Daunt, & Harris, 2017; Davis et al., 2017; Lim, 2017; Vignali, & Reid, 2014). An online store is a non-traditional approach to purchasing, where the item is sourced through the internet (Hsin Chang & Wen Chen, 2008; Melis, Campo, Breugelmans, & Lamey, 2015). Proceeding on from this, the internet is seen as profitable to many businesses as many consumers are conforming to newly developed retail strategies, and the dollar amount of each online transaction is rising (Boardman & McCormick, 2018; Chocarro et al., 2013; Kazancoglu, & Aydin, 2018).

Given the further potential of growth for these online platforms, online wine retailers have identified the benefits of adopting a presence (Cho et al., 2014). A shift in this use of technology to acquire wine is dominating the wine sector, which is looking to produce higher quality products and meet the expectations of consumers (Castellini & Samoggia, 2018). It's also noted that wine retailers who don't currently hold a presence on the internet would benefit immensely from doing so, as it offers them increased exposure and intensified promotion (Duarte Alonso, Bressan, O'Shea, & Krajsic, 2013). Those who source the wine online often rely on factors such as online reviews and peer recommendations to form a judgement of what to purchase (Forbes, Goodman, & Dolan, 2015). In contrast, studies concerning product types that differ from wine conclude that consumers often indulge in online channels as they offer cheaper prices, more product information, and are more convenient to access (Kim et al., 2019; Nakano, & Kondo, 2018; Thakur, & Srivastava, 2015).

As studies have recognised the different benefits that arise from each of these channels, they have also indicated that consumer behaviour is evolving due to the expectations of modern-day retailing (Juaneda-Ayensa, Mosquera, & Murillo, 2016; Ortlinghaus, Zielke, & Dobbelsstein, 2019). Thus, consumers are more inclined to select a channel that has more favourable outcomes and is willing to engage in multiple channels when accumulating a good (Ortlinghaus et al., 2019). Cebollada et al (2019) note that consumers are not inclined to purchase purely from one channel, and describe there are two types of consumers present in today's market; pure consumers and mixed consumers. The classification of a 'pure consumer' is considered to be a consumer who participates purely in online or in-store shopping, without the integration of the two; accounting for the minority in today's market (Cebollada et al., 2019). 'Mixed consumers' represent the majority of the market, and are becoming a focus of increased curiosity within recent literature.

Mixed consumers are known to combine the merits of sourcing through online and in-store retailers, otherwise known as omnichannel strategies (Bell, Gallino, & Moreno, 2014). Omnichannel retail is a new topic of interest and has received much attention from researchers over the past few years (Bezès, 2016; Kazancoglu, & Aydin, 2018; Verhoef, Kannan, & Inman, 2015). An omnichannel retailer integrates both online and in-store retailers, allowing the consumer to engage in activities that involve both environments within the shopping process, such as buying online and picking up through the store, buying online and exchanging in-store, or buying online and collecting in-store (Verhoef et al., 2015). The purpose behind the adoption of this form of retailing is to fulfil the needs of modern-day consumers, giving them the ability to move seamlessly amongst the channels available (Juaneda-Ayensa et al., 2016; Melero, Sese, & Verhoef, 2016). For many businesses, possessing more than just a retail store offers a competitive advantage as it caters to wider audiences (Frasquet, & Miquel, 2017; Gallino, & Moreno, 2014; Hongyoun Hahn, & Kim, 2009).

Another way businesses can cater more to their buyers is to be more attentive towards their consumer's needs (Bruwer, Roediger, & Herbst, 2017; Johnson, & Bastian, 2015). Many researchers often use a segmentation approach, which provides the ability to categorise consumers based upon their homogenous purchasing behaviours and their illustrated needs and wants (Kotler, Brown, Burton, Deans, & Armstrong, 2010). Understanding profiles of

different consumer segments is an important component for all marketing decisions in any product category and should be emphasised for products like wine, since there are many elements involved in purchasing this product (Ellis & Caruana, 2018). Researchers have voiced the need for more segmentation case studies within the wine industry (Bruwer & Li, 2007; Ellis et al., 2018; Sherman & Tuten, 2011), as the mass market approach is rarely feasible in today's market, and there is an ongoing challenge to reach a result that is most favourable for the wine market (Bruwer, & Li, 2007; Ellis et al., 2018).

Additionally, the wine market has also been seen as being extremely fragmented, therefore it would be appropriate for one to understand how consumers interpret the industry (Sherman & Tuten, 2011). Many researchers have attempted to segment the wine industry to understand consumers better (Bruwer, Li, & Reid, 2001; Ellis et al., 2018; Johnson, 2003). This action allows for businesses to match the genuine needs and desires of their consumers through understanding expectations, whilst also giving them the ability to understand consumer profiles (Dolnicar, Grün, Leisch, & SpringerLink, 2018; Doyle & Saunders, 1985; McDonald, 2012; Tynan & Drayton, 1987).

### 1.3. Research Aims and Objectives

This research endeavours to identify why consumers prefer to purchase wine through two different purchasing channels (Online versus In-Store). Additionally, it aims to examine whether or not there are different perceived benefits with purchasing wine through an in-store versus online environment. The research objectives of this study are as follows:

*Objective 1:* To understand the perceived benefits associated with purchasing wine online versus in-store

*Objective 2:* To identify distinct groups of respondents based on their perceived benefits of online versus in-store channels

## 1.4. Research Methodology

This research is concerned with consumers' perceptions of their preferred purchasing channel choice when buying wine. The literature review (which will be presented in Chapter Two) reveals six influences that underpin the research topic and provide a strong base for quantitative research. Consequently, a quantitative approach was used, which consisted of an online survey using Qualtrics and recruiting the sample through Mechanical Turk. Scales used in the survey were adapted from both the omnichannel and wine literature streams. Although the omnichannel and wine literature streams have never been integrated before in a study of this type, the combination of both allows addresses a gap in the literature. After the data was collected, multivariate analysis will be used to identify the most important influences upon adopting an in-store or online channel and to identify distinct groups of consumers based upon these influences.

## 1.5. Research Contributions

This research is expected to have both theoretical and practical implications. It is anticipated that this research will have academic contributions to the consumer behaviour and wine marketing literature. This study will also provide insights into the US market concerning why consumers are buying through particular purchasing channels.

### 1.5.1. Academic Implications

This thesis will provide new literature to wine marketing research by expanding on papers that concern different motivations to buy wine, alongside different ways to source it. Additionally, it provides a direct comparison of what motivates consumers to buy wine online or in-store. This thesis aims to provide clarity to why consumers chose to adopt a certain retail channel, based upon the benefits they perceive from each one. In turn, this will help guide pathways for later academics seeking to investigate other elements involved in influencing consumers to adopt a purchasing channel, or those wishing to investigate omnichannel behavior within a wine context. Furthermore, this thesis aims to build on the paucity of literature surrounding the comparison of these two channels when buying wine (Arce-Urriza

et al., 2017; Cebollada, Chu, & Jiang, 2019; Davies et al., 2019), and adds to a small existing body of knowledge around why consumers buy their wine in-store.

### 1.5.2. Practical Implications

This thesis will examine several constructs to determine their importance with consumers when shopping for wine through their desired channel (online versus in-store). Outcomes may suggest that there are differences in the perceived benefits sought when sourcing wine through two different channels. Overall, this research will help gain valuable insight into consumer perceptions about purchasing channels when sourcing wine, which will consequently help wine retailers apply this knowledge to marketing decisions. The results will help guide wine retailers to understand what consumers are considering when adopting online versus in-store retailers, as there is currently little research on this topic.

## 1.6. Thesis Outline

This thesis is comprised of five chapters. This chapter provided an introduction to the research topic alongside supplying theoretical reasoning for the chosen subject. The research method was also outlined followed the aims of the thesis. Lastly, justification of the topic was provided through the discussion of academic and practical contributions. Proceeding on from this, the consecutive chapters will consist of the following content:

Chapter Two: The literature review will provide a discussion of the constructs that have previously been suggested to influence one's decision to adopt a particular purchasing channel, including: price, trust, convenience, and available information. Two additional relevant to the focus of this study were also explored: labelling/packaging and branding. Following on from the discussion, a summary of the main findings is presented in the research gap and objectives component of the paper.

Chapter Three: The methodology chapter will outline the method employed for this thesis. The development of the online survey, alongside the distribution method and data analysis which will be undertaken.

Chapter Four: The results from the online survey are presented, including a demographic summary of the sample, followed by the results of the factor and cluster analysis, which are used to address the research objectives outlined in this chapter.

Chapter Five: The discussion chapter is the final chapter of the thesis, which presents an overall discussion alongside key research findings. Following on from this, managerial and theoretical contributions are outlined as well as implications. Lastly, the limitations of the study are outlined, and suggestions for further research are proposed.



## 2. Literature Review and Gaps

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### 2.1. Introduction

This chapter provides a review of the literature on the motivations to buy products online versus in-store, as well as motivations to buy wine in general. Much literature has helped determine the critical factors that play a part in aiding one's decision to purchase from a particular channel. This literature review attempts to describe four main streams that are well-known channel choice influences based upon other product types, to determine whether they also influence channel choice when buying wine; price, trust, convenience, and available information.

Alongside this, two influential factors when aiding wine purchases are explored, to help understand whether the importance consumers associate with them also influences adopting an online versus in-store retailer to purchase; labelling/packaging and branding.

### 2.2. Motivations to Buy Online versus Instore

As a consequence of developments in the retailing sector, consumers purchasing choices, shopping habits, and expectations are diversifying as they are given the ability to shop from various channels (Juaneda-Ayensa et al., 2016). Literature has confirmed that online and in-store retailers are among the most popular way to source products and consumers choose between the two based upon characteristics of the desired product, and perceived benefits of each channel (Chocarro et al., 2013; Kim et al., 2019; Shi et al., 2020). Therefore, the concept of a 'pure' consumer is often unheard of in modern markets, as consumers alternate online and in-store channels dependent upon the channel they perceive to gain the most from (Cebollada et al., 2019).

Furthermore, retailers have been made aware of the different advantages involved with sourcing products from certain channels and try to reach consumers appropriately through these channels (Bezès, 2016; Chiou, Chou, & Shen, 2017). However, this awareness has been formed from existing literature that focuses on the relationship between product types such

as fashion and channel behaviour (Boardman & McCormick, 2018; Picot-Coupey, Hure, & Piveteau, 2016), but have failed to address product types such as wine. Consequently, aspects that have proven to be significant influences in determining channel choice when buying products of different typologies have been explored, with the first being price.

### 2.2.1. Price

Throughout the years, 'price' has been extensively studied to prove its aid in influencing decisions (Konus, Verhoef, & Neslin, 2008; Lichtenstein, Netemeyer & Burton, 1990; Nakano, & Kondo, 2018; Verhoef, Neslin, & Vroomen, 2007). The dimension is proven to be a significant motivator in the consumer behaviour literature and is acknowledged as being a trustworthy motivator by many researchers when understanding purchasing behaviours (Mastrobuoni, Peracchi, & Tetenov, 2014; Verhoef et al., 2007). Price is one of the main determinants that influences many shoppers to source a product from a particular purchasing channel (Chu, Chintagunta, & Cebollada, 2008; Haridasan, & Fernando, 2018; Pauwels, & Neslin, 2015; Verhoef et al., 2007). Price refers to a utilitarian dimension when adopting a purchasing channel, as many consumers favour the channel that offers them the cheapest deal (Kukar-Kinney, & Carlson, 2015). Therefore, recent literature is concerned with the impact price has upon acquiring products online, as consumers share a common belief that sourcing products online results in achieving more of a deal than if they were to source elsewhere (Haridasan, & Fernando, 2018; He, Kukar-Kinney, & Ridgeway, 2018; Kukar-Kinney, & Carlson, 2015). Academics claim this belief stems from buyers assuming that prices online should reflect the fact that there are no overhead costs involved like there are within a retail store (Gilly & Wolfenbarger, 2000; Reinartz, Wiegand, & Imschloss, 2019).

The search costs associated with sourcing a product online are also thought to be lower due to a reduction in time spent sourcing the product, alongside the ability to easily compare pricing (Chiu, Lo, Hsieh, & Hwang, 2019). The act of comparing prices is considered to be easier to achieve in an online setting (Harris, Dall'Olmo, Riley, Riley, & Hand, 2017), due to there being a vast amount of information surrounding products (Harris et al., 2017). Omnichannel literature concludes that 'mixed consumers' often complete their information search stage online due to the ability to easily compare prices, then source products through in-store

retailers (Arora & Sahney, 2018; Burns, Gupta, Bihn & Hutchins, 2018). Hence, consumers that use the internet during the information search stage are said to have increased product knowledge, as well as increased price sensitivity (Chiu et al., 2019).

As a consequence of this price sensitivity, it's implied that consumers who primarily shop through the internet are more price conscientious than others (Chiu et al., 2019; Haridasan, & Fernando, 2018). This is due to there being many online price cuts, which persuade consumers to believe the effect of promotion is lower in-store (Degeratu et al., 2000). Regarding consumer type, price conscious consumers are more likely to be classed as 'mixed consumers' since they have a higher probability of searching for pricing information online, before then sourcing in-store (Cebollada et al., 2019; Kim et al., 2019). In agreement with this, price conscious consumers are more likely to increase their search efforts to ensure they're receiving the best possible discount (Boardman & McCormick, 2018).

Chiu et al.'s (2019) study provides an example of this by adopting a price sensitivity scale to explore why consumers spend more time shopping online versus in-store. Results revealed that consumer's price sensitivity in online markets is higher than traditional markets, which consequently causes them to increase their search motivation. In contrast to this, He et al. (2018) found that economic benefits are not enough of a motivator to attract some people to source their goods through the internet. However, participants from this study were classed as being 'compulsive' shoppers and may differ from the consumers studied in other literature.

It has been recognised that many studies concern how price affects the way people seek out product information, as well as sourcing products through different purchasing channels. However, many fail to address the product typology for wine. Studies have suggested that wine is often drunk within a social setting, and on regular occasions (Chocarro et al., 2013; Sherman & Tuten, 2011). Consequently, the action of purchasing the good may slightly differ from others since it can be considered as a frequent yet repetitive activity which may hinder consumers (Chu et al., 2008).

Much wine literature demonstrates that price-based cues have a significant influence upon wine choice, whether the consumer has high or low involvement with wine (Bruwer, & Buller,

2013; Roe, & Bruwer, 2017). For many, the price of the bottle serves as a direct indicator of quality and can help the consumer determine comparisons between multiple brands (Grant, Mounter, Fleming, Griffith, & Villano, 2015; Lee, 2012; Myers, 2003; Spawton & Lockshin, 2001). Wine discounts are often the cue consumers look for during selection, as consumers are becoming more concerned with utilitarian dimensions when shopping (Lockshin, 2003). In support of this, studies report consumers regard pricing and specials as key determinants when buying wine (Lecat, Le Fur, & Outerville, 2016; Verdú Jover et al., 2004).

Wine consumers have been said to be more price-conscious whilst in a physical retail setting such as in-store retailers (Bruwer et al., 2013). Batt and Dean's (2000) study concludes that price was the main determinant of buying wine in a liquor store. Researchers give insight into these price-conscious attitudes proclaiming that using the internet to source wine and acquire information about the product can be achieved more cost-effectively than other purchasing channel options (Cho et al., 2014). Consequently, price-consciousness during the in-store experience arises from the acknowledgement that consumers can source the goods cheaper online (Degeratu et al., 2000; Smith & Brynjolfsson, 2001). However, consumers that believe the price is a significant influencer of quality and are apprehensive to trust an online store if the price reduction is very apparent (Quinton, & Harridge-March, 2008).

### 2.2.2. Trust

Following on from this, the perception of trust has also been acknowledged as being a credible factor that influences channel choice (Rahman et al., 2018; Sharma, & Klein, 2020), as well as being crucial for business (Toufaily, Souiden, & Ladhari, 2013). Trust is a key element that allows a consumer to adopt their choice of purchasing channel, as well as omnichannel retailers (Chiou et al., 2017). It is often said that perceived risks associated with a purchasing channel greatly influence consumer's feelings of trust (Akhlaq, & Ahmed, 2015; Han & Kim, 2017). Perceived risk refers to the overall uncertainty and potentially disadvantageous consequences during the shopping process (Reinartz et al., 2019). Previous research has also concluded that perceived risk can affect consumers' shopping channel preferences, (Herhausen, Binder, Schoegel, & Hermann, 2015) since consumers will opt for the channel that is associated with perceived lower risk (San Martín, & Camarero, 2009).

Much literature brings attention to the risk associated with shopping online (Akhlaq, & Ahmed, 2015; Arora & Sahney, 2018; Bezes, 2016). Online trust has been explicitly examined within the electronic world since engaging in e-commerce behaviours is considered to be more uncertain than alternative shopping modes (Kamalul Ariffin, Mohan & Goh, 2018; Laroche, Yang, McDougall, & Bergeron, 2005; Lee & Tan, 2003). When a consumer is shopping on the internet there is thought to be higher risk involved in online transactions such as financial risk, product risk, concern for privacy, and reliabilities of companies (Arora & Sahney, 2018). Furthermore, studies have introduced the idea that consumers are less likely to trust an online store opposed to traditional retailers such as in-store retailers (Bezes, 2016; Thakur, & Srivastava, 2015). It is also noted that perceived risks can be affected by product type, which can greatly damage online retailers since consumers don't have the opportunity to purchase without assessing sensory characteristics (Huang, Schrank, & Dubinsky, 2004; Ortlinghaus et al., 2019; Sreya, & Raveendran, 2016).

Kamalul et al (2018) suggest that online trust is influenced by consumers' perceived risks associated with shopping online. The study concludes that there are five risk elements involved in online purchase intention, with security risk being the main contributor to deter consumers from engaging with e-commerce. Alongside this, there is a predominant theme throughout research suggesting online shopping endures negative implications upon trust (Akhlaq, & Ahmed, 2015; Zhao, Deng, & Zhou, 2017). However, few involving omnichannel retailers claim that trust is often integrated through different purchasing channels, meaning if a consumer holds trust in a retail store, the likelihood of them trusting their online store is higher (Hongyoun Hahn & Kim, 2009). Additional omnichannel literature claims that consumer trust in an in-store retailer is a significant predictor of internet confidence and search intention (Hongyoun Hahn & Kim, 2009).

Further reasoning behind why consumers trust online stores less than physical stores is the fear of having their personal data breached, as well as the fear of receiving the wrong product when shopping through the internet (Arora & Sahney, 2018). This is because the online shopping process doesn't offer consumers the opportunity to personally acquire the goods straight after purchase (Boardman & McCormick, 2018). Rather, consumers have to wait to

receive the goods through the mail that have gone through the handling and shipping process by a third party.

The element of trust has not only been highlighted to be an important factor influencing purchasing channel choice, but also an element that influences wine purchases (Ho & Gallagher, 2005; Quinton & Harridge-March, 2008). Wine purchasing for many is also considered to be a risky activity since the consumer cannot taste the wine before purchase, meaning evaluation of the bottle is normally based upon visual cues or pre-existing knowledge (Bruwer, Fong, & Sakiba, 2013; Hollebeek, Jaeger, Brodie, & Balemi, 2007; Lecat et al., 2016; Lockshin, Jarvis, d’Hauteville, & Perrouty, 2006).

This should mean that in-store retailers would be deemed as being higher risk since they don’t provide the opportunity for consumers to taste the wine before purchasing (Rinaldo, Duhan, Trela, Dodd, & Velikova, 2014). However, the majority of literature surrounding trust elements involved in wine purchasing fails to examine the trust associated with purchasing channels when buying wine. Consequently, there are further avenues of research to be considered.

Throughout the literature, wine trust has been investigated in multiple different ways (Ellis et al., 2018). Examples of this include trust in terms of extrinsic and intrinsic cues in wine selection decision, (Ballester, Patris, Symoneaux, & Valentin, 2008; Bruwer & Buller, 2012), the trust associated with aroma and taste evaluations (Rinaldo et al., 2014), and investigation of trust in terms of how it leads to satisfaction (Bianchi, Drennan, & Proud, 2014). Quinton and Harridge-March (2008) are one of the very few studies that explore the relationship between purchasing channel trust when buying wine. Researchers investigated whether or not there are different elements of trust associated with purchasing the wine online versus in-store contexts. The study concludes that participants associated price as the main determinant of trust when deciding whether or not to initiate a purchase from an unknown provider, as the price was considered to act as an indicator of quality when purchasing through the internet (Quinton, & Harridge-March, 2008). Furthermore, the researchers concluded that participants in the UK look for different elements to determine whether or not they trust the purchasing channel but did not consider participants from other countries (Quinton, & Harridge-March, 2008).

Other studies have examined factors of trust associated with purchasing wine online and in-store but have failed to draw a comparison between the two. Cho et al.'s (2014) study looks at the perceived risks of purchasing wine online and whether or not it affects the repurchase intentions of the consumer. Authors measured perceived risk through a five-item scale, that raised questions regarding concerns about financial loss, time and convenience loss, and wine quality, and concluded that the attributes of wine do influence the perceived risk of purchasing online. Furthermore, trust is of equal importance to wine companies who sell through the internet since sensory elements play a big part in purchasing decisions (Cho et al., 2014; Quinton, & Harridge-March, 2008).

### 2.2.3. Convenience

Additionally, online retailers have to ensure they offer other benefits to consumers to maintain their competitive position (Lee et al., 2019; Wakolbinger, & Stummer, 2013). An advantage an online retailer has is being able to offer consumers a more convenient way to source products (Agag & El-Masry, 2016; Thakur, & Srivastava, 2015). Research highlights that attitudes held by consumers regarding the convenience of the internet sway more positively than negatively (Al-Debei, Akroush, & Ashouri, 2015). Consequently, retailers should be aware that consumers' perceptions of online convenience are increasing; therefore, it's vital they are monitoring expectations to improve online services (Duarte, Costa e Silva, & Ferreira, 2018). Researchers believe that one of the main advantages of sourcing products online is that the platform offers the individual the ability to shop anywhere, at any time, within the day (Thakur, & Srivastava, 2015), which removes the distance obstacle involved with sourcing products from a store. Furthermore, individuals believe that the internet offers them more utilitarian benefits in terms of saving time and money than being able to shop through a store (Bodur et al., 2015; Gensler, Neslin, & Verhoef, 2017; Fassnacht, & Unterhuber, 2016).

As well as being able to save time and money through engaging in e-commerce, the benefits of immediacy have also proven to be a factor that contributes towards consumers buying online (Agag & El-Masry, 2016). Immediacy can come in a few forms which include; immediate pleasure and positive feelings, and immediacy of being able to gather information in a small amount of time (Agag & El-Masry, 2016; Bodur et al., 2015). Immediacy in terms of product

variety is also addressed in multiple studies, suggesting that the internet attracts more variety-seeking consumers (Park, Kim, Funches, & Foxx, 2012) as it offers a wider range of products to consumers (Kang, 2018; Yeo, Goh, & Rezaei, 2017). Alongside this, consumers are given the ability to evaluate a vast amount of information in a short amount of time (Kukar-Kinney et al., 2009). Some retailers also offer brands and items that are not available in-store, hence, customers can only purchase through the internet (Kang, 2018).

Immediacy in terms of positive feelings is also addressed in an online context. Kukar-Kinney, Ridgway, and Monroe's (2009) study reveals that consumers who have higher compulsive purchasing habits tend to experience immediate positive feelings when buying online. However, immediacy often comes from the shopping/buying process itself, rather than the action of obtaining the goods afterward (Kukar-Kinney et al., 2009). In contrast, other researchers look at the immediacy of positive feelings through other retailing channels (Aw, 2019; Noble, Griffith & Weinberger, 2005). Aw (2019) claims that sourcing goods in-store is seen as attractive to consumers since possession of the product is more immediate, whereas, Noble et al's (2005) study looked at the reasons behind consumer channel choice in a multi-channel retail context.

Immediate possession of a product was revealed to be highly sought after during the consumption process, especially for those who predominately shop in-store. Consumers indicated that they would rather buy a product in-store to avoid the long waiting time they would endure when buying online, which is seen as being consistent with much other literature (Aw, 2019; Boardman, & McCormick, 2018).

This is also coherent with the consumer efficiency theory that suggests consumers seek to minimise purchase costs during decision times (Downs, 1961). Furthermore, other studies suggest that consumers perceive a purchasing channel to be more convenient to them when it's readily accessible to them (Shen, Li, Sun, & Wang, 2018). The term accessibility refers to how accessible the intended purchasing channel is to the particular consumer (Chocarro et al., 2013). Much literature surrounding the influence accessibility has upon the desired purchasing channel considered how the distance of a retailer impacts the decision of purchasing channels (Meuter, Ostrom, Roundtree, & Bitner, 2000; Oppewal, Tojib, & Louvieris, 2013).



Chocarro et al (2013) suggest that distance has negative implications upon traditional purchasing channels such in-store retailers, due to beliefs consistent with consumer efficiency theory, in that purchasing from a physical store requires more effort and money from a consumer. When purchasing high involvement products, consumers are often more amenable to travelling further to source the good (Chocarro et al., 2013). It is also mentioned there is a higher risk associated with products that rely on sensory cues prior purchase that consequently may entice a consumer to travel and buy in-store, giving them the ability to view before purchase (Chocarro et al., 2013; Haridasan & Fernando, 2018; Kukar-Kinney et al., 2009).

These findings can be sufficient in understanding wine consumer's behaviour when shopping in-store, as wine is seen as a high-risk product since consumers often like to assess the physical quality of the product before purchasing (Cho et al., 2014). However, there is insufficient literature to prove this assumption. Studies that regard accessibility and convenience to be an influence of purchasing channel hold similar beliefs in other omnichannel literature and conclude that characteristics of a product are the ultimate determinant that influences purchasing channel decision (Haridasan, & Fernando, 2018).

Cho et al.'s (2014) study looked at convenience when buying wine online in terms of website quality. In particular, one component of website quality: system quality. System quality is defined as a consumer evaluation of a user-friendly system online, based upon convenience, ease of use, and reliability (Cho et al., 2014). Businesses are recommended to pay attention to system quality as user-friendly interactions between retailers and consumers establish positive relationships (Hung-Joubert, & Erdis, 2019). For many, shopping for wine online provides the benefit of shopping with a larger selection of offerings, and the convenience of being able to compare information about wine online (Parboteeah et al., 2016).

#### 2.2.4. Available Information

Information offering is seen as an important element that consumers look for when purchasing a product (Arora, & Sahney, 2017; Arora, & Sahney, 2018; Arora, & Sahney, 2019; Santos, &

Gonçalves, 2019). Literature suggests that modern-day consumers have increased expectations of information quality, which may be due to the vast number of channels that are made available to them (Russo, & Simeone, 2017). Some studies depict that consumers prefer to source through in-store retailers as they believe the channel provides consumers with a better source of information (Barber et al., 2006; Daunt, & Harris, 2017; Gensler et al., 2017), whereas others suggest that the internet provides a better source of advice when seeking opinions (Nakano & Kondo, 2018).

Furthermore, the action of visiting a shop and evaluating available information that is offered is classified as being the information search step during the consumers' decision-making process (Blackwell, Miniard, & Enge, 2006). Information search refers to the process where the consumer gathers information through one or many different sources about a product they wish to buy, which they then use to help aid their decision during the purchasing process (Broilo, Espartel, & Basso, 2016). The literature suggests that consumers believe there to be different benefits involved depending on the channel choice in terms of information obtained from each (Arora, & Sahney, 2018; Burns et al., 2018; Cho et al., 2014).

In today's world, consumers' expectations are much higher in terms of information quality, to be attracted and retained (Cho et al., 2014). Information quality can be defined as the degree of specific details about products or services that are offered by a purchasing channel (Chiu, Hsieh, & Kao, 2005; Liu & Arnett, 2000). Immediate, accurate, and thorough information is often highly sought after, especially when aiding online purchases (Cho et al., 2014). To further assist this, it is also believed that websites should provide timely and up-to-date information for consumers to accurately compare products and further enhance their purchase intention through online platforms (Li, Tan, & Xie, 2002; Park & Kim, 2003).

Furthermore, the internet environment offers a vast amount of information as the existence of search engines assists individuals with great amounts of information that is usually not present within a physical store (Kukar-Kinney et al., 2009; Nakano & Kondo, 2018). However, researchers have reiterated that even though the internet is recognised for its vast offerings of information, it's not the only channel used for search purposes (Hu & Tracogna, 2020; Kumar & Venkatesan, 2005).

Additionally, the channel used to search for information isn't always considered to be the channel where the final transaction takes place (Hu, & Tracogna, 2020). Juaneda-Ayensa et al, (2016) note that omnichannel consumers use purchasing channels such as the internet to satisfy their information needs through customer reviews but are then not always inclined to purchase within the e-commerce environment. This form of behaviour is often referred to as webrooming and has become an increasingly popular topic within the retail literature throughout the past few years (Aw, 2019; Flavián, Gurrea, & Orús, 2016; Flavián, Gurrea, & Orús, 2020).

Webroomers are often inclined to use the internet to help aid and facilitate their in-store purchases (Ailawadi & Farris, 2017; Flavián et al., 2016; Kim et al., 2019; Wong, Wong, & Ke, 2018). Webrooming has emerged as being one of the most dominant forms of free-riding (Chou, Shen, Chiu, & Chou, 2016), as well as being the most popular mode of multichannel shopping behaviour throughout the literature (Flavián et al., 2016).

Arora and Sahney (2018) study the reasoning behind why consumers participate in webrooming behaviour and conclude that consumers believe being able to access reviews from peers online is the prime reason behind visiting an online store. Once a product decision has been determined, those who participate in webrooming prefer to visit the in-store retailer, where they can physically access and touch the product (Arora & Sahney, 2018; Kaur & Khanam Quareshi, 2015). Other academics have argued that the risks associated with purchasing a product online, such as financial, performance and convenience, drive consumers to participate in webrooming behaviour (Flavián et al., 2016; Singh, Ratchford, & Prasad, 2014; Verhoef et al., 2007). Lastly, some consumers prefer to physically connect with the seller when making a purchase (D'Alessandro, Girardi, & Tiangsoongnern, 2012).

Contrary to this, some consumers, *showroomers*, use the above advantages to facilitate their information search in-store, then proceed to buy the product online (Burns et al., 2018). When considering omnichannel behaviour, showrooming is of equal importance to webrooming as both acts involve the integration of online and in-store retailers (Flavián et al., 2020; Schneider, & Zielke, 2020). Despite the importance, there is little empirical research (Rapp, Baker,

Bacharch, Ogilvie & Beitelspacher, 2015), and very few examine the activity from a consumer perspective (Feit, Wang, Bradlow & Fader, 2013). Flavián et al (2016) provided insight into this, claiming that the number of webroomers surpasses showroomers.

However, consumers are still indulging in the integrated sales experience, without paying tribute to the channel that provided them with the knowledge to aid their purchase (Fassnacht, Beatty, & Szajna, 2019; Daunt, & Harris, 2017; Kokho Sit, Hoang, & Inversini, 2018). Showrooming, like webrooming, involves both the internet and physical store in the information gathering and buying process (Burns, Gupta, & Hutchins, 2019). The process is also thought to be an easier way to facilitate information search, as all the product types are grouped in front of the consumer (Chou et al., 2016). Showrooming can be seen as detrimental to the survival of in-store retailers, as it's often understood that the main reason for sourcing a product online is because of the lower prices they offer (Burns et al., 2018; Gensler, Verhoef, & Böhm, 2012).

Both acts consider the modern idea of retail integration, and businesses are becoming aware of consumer behaviour whilst acknowledging that there are different perceived benefits associated with information search in different environments (Verhoef et al., 2007; Viejo-Fernandez, Sanzo-Perez, & Vazquez-Casielles, 2019). For products like wine, consumers rely heavily upon the information before purchasing (Castellini, & Samoggia, 2018; Chaney, 2000; Quinton, & Harridge-March, 2008), and may often engage in these forms of behaviours. However, the literature hasn't considered the implications of these acts when sourcing the good.

Wine consumers are said to frequently want to expand their knowledge regarding ingredients, making process, brand history, and sustainability (Castellini, Mauracher, Procidano, & Sacchi, 2014; Castellini, Mauracher, & Troiano, 2017). Hirche and Bruwer (2014) state that many wine consumers have high objective knowledge and often prefer to source their wine from impersonal sources.

Similarly, it is mentioned that consumers wish to form their impression of wine by visiting a retail shop and reading labels as opposed to gathering information from wine publications

(Barber et al., 2006; Celhay & Passebois, 2011). Furthermore, the popularity of sourcing wine in-store has said to be greatly influenced by the ability to seek information from personal sources (Brain, 2019; Jameson, 2000). Brain (2019) study concludes that salespeople can minimise customer doubt and increase sales in-store through sharing knowledge of wine with potential consumers. Consumers are more likely to deem the person more credible when obtaining more knowledge about the wine they are offering (Brain, 2019).

The quality of information available about wine is also expected to be provided to consumers through an e-commerce site concerning how it is presented and plays a crucial factor in the success of an online wine business (Cho et al., 2014). Many wineries worldwide have adopted an online presence to provide information about their products online, as well as cater to a wider audience (Yuan et al., 2004).

Cho et al.'s (2014) study tested whether information quality had an impact on customer purchase intent for wine. The study concluded that not only does information about wine help assist consumers who have little knowledge about wine but can also help achieve sensory details through an online platform. Additionally, website quality is thought to reduce the thought of consumer risk when making an online transaction, as well as being a determinant of product quality (Cho et al., 2014; Nowak & Newton, 2008). However, it is not deemed to be the most appropriate channel to assess sensory items (Arora & Sahney, 2017).

## 2.3. Motivations to Buy Wine

### 2.3.1. Labelling/Packaging

Sensory elements play a significant part in influencing consumers' decisions to buy a particular product (Haase, Wiedmann, Bettels, & Labenz, 2018; Mueller & Szolnoki, 2010). In particular, visual components such as labelling/packaging and branding play a crucial role in facilitating consumer purchases (Rossi, Borges, & Bakpayey, 2015). However, contrary to the above, they have not received much attention regarding whether or not consumers' importance of them influences which purchasing channel to peruse (Bonn et al., 2016; Pucci et al., 2019). This may be because the attributes are seen as being an important indicator of certain product typologies, which have been understudied within current omnichannel literature.

During the in-store experience, customers have the ability to assess the quality of products through physical cues that are not present during an online environment (Wang et al., 2016). Consequently, implications amongst e-commerce sites are often negative as their capability to provide consumers with tangible aspects are lower than in-store retailers (Arora, Singha, & Sahney, 2017).

Additionally, within an online environment, consumers are only offered hints of product quality through the use of pictures, descriptions, or videos, which cannot replace physical product inspection (Shim, & Lee, 2011). Consumers often 'shop with their eyes', meaning visual components of a product are the main determinants in facilitating purchasing decisions (Barber & Almanza, 2006; Coelho Do Vale, Verga Matos, & Caiad, 2016). In support of this, Díaz et al (2017) suggest that it is commonly known throughout the literature that intangible products are purchased more often through an online environment than tangible products. As a consequence of these assumptions, products that consist of many intrinsic/extrinsic cues use visual cues such as labelling, packaging, and branding as a differentiator to set them aside from their competitors (Rocchi, 2006).

Examples of this have been provided through several wine studies that have indicated that labels, design, and product information delivered via the label are trusted to be amongst the most crucial cues during wine selection (Barber et al., 2006; Celhay, & Passebois, 2011; Castellini & Samoggia, 2018; Celhay, Cheng, Masson & Li, 2019; Laeng, Suegami & Aminihaibashi, 2016), but there is little to suggest whether or not these values upon labelling/packaging influence the choice of channel to purchase wine from.

The label is often the only component of the wine where an individual can scope out key information surrounding intrinsic and extrinsic cues (Castellini & Samoggia, 2018; Chaney, 2000; Thomas & Pickering, 2003). Most wines can only be assessed during consumption; hence why many consumers start to rely on cues offered by the label (Bruwer, Lesschaeve, Gray, & Sottini, 2013; Siegrist & Cousin, 2009). Additionally, for those who drink wine infrequently, the label is often the fundamental persuader of purchasing decisions (Boudreaux & Palmer, 2007; Castellini & Samoggia, 2018).

Some studies take a more in-depth approach to wine label efforts by exploring consumers' perceptions of both front and back labels on the bottle (Barber et al., 2006; Goodman, 2008). The front label is the first aspect of labelling a consumer is exposed to when they see wine on the shelf (Hamlin, McNeill, & Moore, 2015), therefore it's the first impression the consumer gets of the wine. Front labels are expected to display the most important features of the wine which include the brand name, image, and country of origin (Barber et al., 2006). In contrast, the back label serves as an important space to display information about the wine such as a description of the winery and style of wine (Barber et al., 2006).

### 2.3.2. Branding

Like labelling and packaging, branding is a visual component that helps assist consumers desires to purchase a particular product (Horváth & Birgelen, 2015; Scorrano, Fait, Maizza, & Vrontis, 2019), as well as playing a crucial role in a company's survival (Burns et al., 2018). Additionally, branding plays an important role in helping facilitate both online and in-store transactions (Rezaei, & Valaei, 2017). Beyond identifying a product, branding helps an individual create perceptions of quality and value, whilst helping form impressions upon the reliability of the product (Mundel, Huddleston, Behe, Sage, & Latona, 2018).

The role brand plays in purchasing channels when buying groceries has been examined by multiple authors (Degeratu et al., 2000; Nenycz-Theil, & Romaniuk, 2014). Degeratu et al (2000) and Moore and Aadradi (1996) conclude that customers that shop online believe brand name holds greater importance when making a purchasing decision, however, importance is usually determined by the product category. Consequently, the need to explore the influence brand name has upon purchasing a particular product category like wine is advised.

Many individuals who purchase a product simply because of the brand name are classed as being brand-loyal consumers (Chakraborty, 2019). Brand-loyal consumers are willing to pay a higher price for a product, as long as it's an item from the brand they love (Jensen & Drozdenko, 2008). The connection of a brand-loyal consumer and a retail store runs deep, and it's easier for brands to form relationships with their consumers if they are loyal (Albert, & Merunka,

2013; Zarantonello, Formisano, & Grappi, 2016; Goldsmith, Flynn, & Kim, 2010). Contrary to beliefs about price consciences shoppers, it is often mentioned that brand-loyal consumers rarely engage in comparison shopping (Burns et al., 2018).

When engaging in omnichannel behaviour, brand-loyal consumers who are loyal to a brand that is successful in integrating their online and in-store retailers feel more satisfied and willing to shop in both the online and in-store environment (Frasquet, & Miquel, 2017). Similarly, there is a positive relationship between channel integration and brand-loyal consumers, as channel integration has a positive effect upon brand loyalty through the implications of image and trust (Schramm-Klien, Wagner, Steinmann & Morschett, 2011).

Nonetheless, there are limited studies that consider wine within an omnichannel context, so conclusions are drawn from the current wine branding literature. Like labelling/packaging, branding is one of the attributes consumers use to differentiate wine from the competition (Nosi et al., 2019). There is a vast variety of brands available on the market for consumers to choose from (Bresciani et al., 2016), and many are faced with deliberation when buying as they feel overwhelmed by the whole process (Nosi et al., 2019). Horowitz and Lockshin (2006) provided insight into this, claiming that within a supermarket there are often three to ten different brands available for consumers to choose from. However, within the wine category at a supermarket, there are around 300 brands.

When shopping online, it's known that consumers expect an increase in information offering, hence, wineries have been spurred to pay increasing attention to customer experience (Contò, Vrontis, Fiore, & Thrassou, 2014). The internet is an information source that is paramount to influence consumer decisions online through interaction with the business (Forbes et al., 2015). Therefore, wineries need to ensure the customer experience is positive to gain brand-loyal consumers (Contò et al., 2014; Fiore, Vrontis, Silvestri, & Contò, 2016; Lemon & Verhoef, 2016).

## 2.4. Research Gap and Objectives



The process of purchasing a product through a specific channel is influenced greatly by product type (Chocarro et al., 2013; Haridasan & Fernando, 2018; Kim et al., 2019). With literature exploring the relationship between purchasing channels and wine being limited in scope, retailers are often left to draw on their assumptions of consumer behaviour from other product types. Wiedmann, Behrens, Klarmann, and Hennigs (2014) describe the wine to be 'highly complex', and note the inherent difficulties within the wine product category as a large-scale problem for practitioners and researchers within wine marketing.

Consequently, the lack of literature surrounding channel choice and wine is seen problematic, as pre-existing literature concerns other product types, meaning their proposed influences may not be accurate when purchasing wine (Degeratu et al., 2000; Moore & Andradi, 1996; Nenycz-Theil, & Romaniuk, 2019). This issue directly affects wine retailers as there is no literature to inform them on consumers' decision to adopt an online versus in-store channel. As a result, retailers have to rely on assertions being made about other product types that may not have similar characteristics to wine.

In addition, wine retailers are forced to conclude what motivates a consumer to buy from an in-store retailer through motivations to buy the bottle itself (Ho & Gallagher, 2005; Quinton, & Harridge-March, 2008). The literature surrounding on-premise behaviour when buying wine is somewhat confused (Lockshin, & Corsi, 2012), as many studies don't explicitly mention that they are exploring the reasons behind purchasing from 'in-store retailers', instead, exploring the reasons why people buy wine in general. Many conclude that visual aspects such as labelling, packaging, and branding are significant influences when buying wine, but fail to address whether these influences are the reason why consumers shop in-store, as the ability to assess sensory items are one of the most predominant persuaders in promoting in-store purchases (Díaz et al., 2017; Wang, Lin, Tai, & Fan, 2016).

Furthermore, as wine has been scarcely considered within channel choice literature, there has been no combination of constructs tested to help understand what influences consumers to buy from a particular channel. The above combination: price, trust, convenience, available information, labelling/packaging, and branding, helps integrate both well-known constructs that have been proven to influence channel choice, alongside understudied constructs that

play a vital role in facilitating wine purchases. Both labelling/packaging and branding have shown to play great importance to motivate consumers to buy wine, which in turn may help motivate those who buy in-store.

The aims of this research are to help understand what motivates someone to adopt an online or in-store channel when purchasing wine. It will do so by investigating whether well-known channel-choice influencers based upon other product types: *price*, *trust*, *convenience*, and *available information* also have an influence upon the wine when choosing between channels. Additionally, influences to buy the bottle: *labelling/packaging* and *branding* are explored to conclude whether or not their importance to a consumer has a significant influence on their choice of channel. Furthermore, this research aims to gain valuable insight into wine consumers' minds when adopting online versus in-store channels to help retailers understand consumers' needs and wants, alongside their attitudes towards existing purchasing channels they may possess.

### 3. Methodology

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#### 3.1. Introduction

This chapter outlines the research methodology used to determine whether there is a difference in an individual's motivation to buy wine from online versus in-store channels. Firstly, this chapter outlines the research design used in this thesis and provides a context to the survey. Following on from this, a discussion of the quantitative survey approach will be provided; specifically, the scales and their items. A discussion of the sample is then provided which outlines the required demographics for the participants, as well as the sample size. The following section then outlines the process used to collect the data required for this study. Lastly, the data analysis procedure is described, and ethical considerations are identified.

#### 3.2. Research Design

Through an examination of the literature surrounding perceived benefits of online versus in-store channels, four research areas - *price*, *trust*, *convenience*, and *available information* - were identified as receiving significant attention from researchers, whilst also providing validated constructs and scales that will inform this study.

Alongside this, the literature surrounding motivations to buy wine revealed two visual influencers - *labelling/packaging* and *branding* - that have been understudied in the channel choice retailing literature. These two influences were chosen for this study to cater more towards wine's product type, and to investigate whether or not their influence on buying wine also influenced channel choice behaviour. In support of this information, it was determined that a quantitative approach was most appropriate for this study, with the main component being an online survey. Regardless of this quantitative approach, an exploratory approach was used to inform the literature review to help understand different perceived benefits involved in online versus in-store purchasing channels, and motivations to buy wine.

The survey created for this thesis was formatted using Qualtrics. The survey was then distributed through the online platform Mechanical Turk, which resulted in 248 valid

responses. Participants were exposed to screening questions to ensure they were considered to be the appropriate demographic to take part in the survey. Following on from this, participants were exposed to construct items that were measured using a seven-point Likert scale: *Strongly agree – Strongly disagree*. Wine involvement and Coronavirus questions were next addressed using the same seven-point Likert scale format. Demographic questions were then provided, measured by a selection of pre-defined responses. Finally, consumers were asked to indicate the proportion of wine they buy online, which was measured through a sliding scale: *0% low percentage – 100% high percentage*.

Once the surveys were completed, the researcher used the SPSS statistical software package to conduct factor analysis and Cronbach Alpha tests to determine the dimensionality and reliability of the scales. Following on from this, cluster analysis was used to help identify distinct customer groups/segments who share collective beliefs based upon purchasing wine through online versus in-store channels. Lastly, chi-square analysis was used to determine whether there was a relationship between the demographics and the suggested clusters.

### 3.3. Research Context

#### 3.3.1. Definition of In-store and Online Retailers

In this study, in-store and online retailers were chosen to represent purchasing channels wine can be obtained from. Schoenbachler and Gordon (2002) define an in-store retailer as one of the more traditional modes of purchasing channels, being in a retail environment where an individual can physically visit. Currently, in the United States (US), wine can be purchased through multiple different in-store environments which include supermarkets, liquor stores, wineries, and other stores that hold a license to sell the wine (Theunissen, 2017). Additionally, this thesis will define the in-store environment as the mode of shopping through these above examples.

In contrast, the internet is described as being a non-traditional approach, where consumers can acquire goods, using a smart device that allows them to connect to wi-fi or mobile phone networks (Hsin Chang & Wen Chen, 2008; Melis et al., 2015). The majority of in-store

environments, such as supermarkets, liquor stores, and wineries, also maintain an online presence where consumers can acquire goods through a smart device (Cho et al., 2014; Yuan, Morrison, Linton, & Jeon, 2004). Taking this into consideration, this study will define an online store as being any e-commerce site used to acquire wine.

### 3.3.2. Wine Involvement

The relationship between wine involvement and purchase behaviour has been addressed in many studies (Barber, Ismail, & Dodd, 2008; Bonn et al., 2015; Charters & Pettigrew, 2005). Research concludes that consumers who are more involved with wine are more likely to engage in an extensive information search process before buying (Bian & Moutinho, 2009). In contrast, consumers who are less involved with wine have a more simplified approach and tend to rely on information they have already acquired when purchasing wine (Bian & Moutinho, 2009; Jaeger, Danaher, & Brodie, 2010).

Even though there are many studies addressing the relationship between wine involvement and purchase behaviour, there are very few that measure the relationship between wine involvement and the channel choice purchasing process (Bonn et al., 2015). Bonn et al. (2015) highlight the importance of measuring this relationship since it will provide verification that involvement also has an influence on channel choice behaviour when buying wine. Consequently, the researchers tested this, and the results revealed there was a relationship between wine involvement and online wine purchasing (Bonn et al., 2015). However, since the study failed to measure the relationship between wine involvement and other purchasing channels, there is still little literature to suggest whether consumers' wine involvement also has an influence on in-store purchasing channels.

### 3.3.3. Current Pandemic

This study recognised the importance of measuring consumers' perceptions and behavioural intentions due to the current ongoing pandemic; Coronavirus. Coronavirus is an infectious virus that has affected the majority of countries worldwide. Many countries, including America, have taken preventative measures in response to the outbreak by facilitating a 'lockdown' period,

where individuals are not allowed to leave their place of residence unless they are needing essential items such as food (Bomey, 2020). Retail stores have also been advised to close their physical stores; however, grocery stores remain open (Bomey, 2020).

Individuals are also thought to be more reluctant when leaving the house to visit in-store retailers, in fear of contracting the virus (Baker, Farrokhnia, Meyer, & Yannelis, 2020). Thus, they are more inclined to engage in online shopping as an alternative mode of visiting a physical store (Bomey, 2020). Additionally, the virus has taken a hard financial toll upon countries, and many people have lost their jobs, causing financial hardship (Aaronson & Alba, 2020).

Baker et al.'s (2020) paper is the first that provides insight into household spending in the US during the pandemic and illustrates that Americans spending habits have been radically altered over a range of different categories. Figure 3.1 shows a decrease in overall spending as well as grocery spending, which is due to individuals being more cautious in their financial and social behaviour during the pandemic.

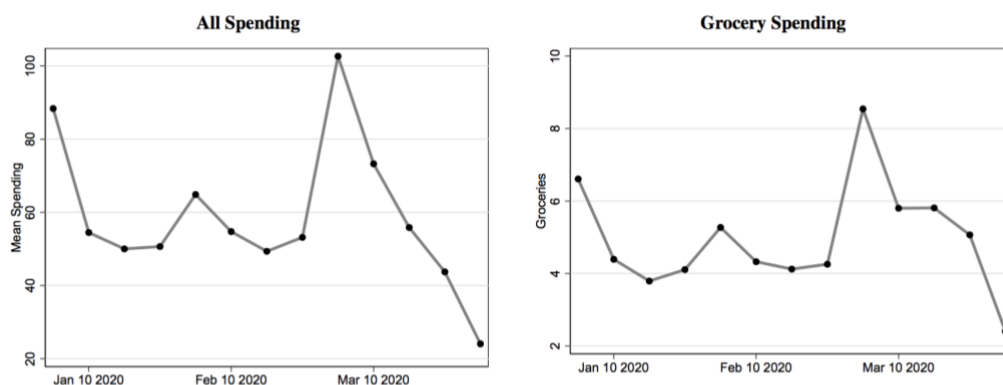


Figure 3:1 Household Grocery Spending Response in the US (Source: Baker et al, 2020)

### 3.4. Research Instrument: Survey Questionnaire

Each construct used in the survey consisted of multiple scales which were measured using a seven-point Likert rating, ranging from *1: Strongly agree* to *7: Strongly disagree*. The scales derived from the channel choice and wine literature were adapted to ensure relevancy to the study. Additionally, adapting these pre-existing scales helped with the validity and reliability of the survey. The main areas of investigation used to inform the survey were: price, trust, convenience, available information, labelling/packaging, and branding. These constructs were taken from two different literature streams: channel choice and wine. The literature provided scales to measure these constructs. Finally, a demographic section was included, alongside consumers' intentions to buy wine through online platforms. The entire survey is available to view in Appendix 7.2.

#### 3.4.1. Participant Instructions and Consent

When the survey was initially presented to the participants, they were introduced to a section that outlined the purpose of the survey, instructions on how they would answer the questions, and the time expected to complete the survey (10 to 15 minutes). The compensation they would receive from Mechanical Turk for completing the survey was also outlined, alongside the procedure of how their responses would be used and stored. In case of any circumstance where the participant had any more queries or had to reach out to the researcher, the contact details of the researcher and supervisor were also included. After reading the Information Sheet, participants were required to give their consent to the following statement before proceeding onto the survey: "by clicking the arrow below, I agree to participate in this research project". Consent was given in the form of indicating that the respondents agree with the terms and conditions presented in the Information Sheet. A copy of this Information Sheet is available in Appendix 7.2.1.

Participants were exposed to screening questions before starting the survey to determine whether or not they met the sample criteria requirements and to test their eligibility to participate. The questions referred to the age of the respondent and the frequency of them buying wine online. These screening questions are available in Appendix 7.2.2.

### 3.4.2. Perceived Benefits of Purchasing through Online versus In-store Channels Scales

Following on from the screening questions, participants were exposed to questions that helped obtain data regarding their perception of the perceived benefits involved in sourcing wine online versus in-store. Four types of perceived benefits consumers believe to be associated with buying online versus in-store were measured; price, trust, convenience, and available information. All questions associated with the benefits of buying online vs in-store are included in Appendix 7.2.3.

#### 3.4.2.1. Price

Pricing scales were used to help measure consumers' perceptions of pricing in an online versus in-store environment, as well as consumers' price sensitivity. The price scale was measured using items adapted from He, Kukar-Kinney, and Ridgway (2018), Harris, Dall'Olmo Riley, Riley, and Hand (2017), and Chiu, Lo, Hsieh, and Hwang (2019).

Table 3:1 Adapted Items to Measure Perceptions of Price

Price Constructs	Source
<b>Price (PR)</b>	
<i>Pricing online</i>	
<i>PR<sub>1</sub></i> I can save money when buying wine online	Adapted from He, Kukar-Kinney, & Ridgway (2018)
<i>PR<sub>2</sub></i> I can find information about wine prices online	Adapted from Harris, Dall'Olmo Riley, Riley, & Hand (2017)
<i>Pricing in-store</i>	
<i>PR<sub>3</sub></i> I can save money when buying wine in-store	Adapted from He, Kukar-Kinney, & Ridgway (2018)
<i>PR<sub>4</sub></i> I can find information about wine prices in-store	Adapted from Harris, Dall'Olmo Riley, Riley, & Hand (2017)
<i>Price conscientiousness</i>	
<i>PR<sub>5</sub></i> I'm willing to make extra effort to find a lower-priced wine	Adapted from Chiu, Lo, Hsieh, & Hwang (2019)
<i>PR<sub>6</sub></i> I will change what wine I have planned to buy in order to take advantage of a lower price wine	Adapted from Chiu, Lo, Hsieh, & Hwang (2019)
<i>PR<sub>7</sub></i> I am sensitive to different prices in wine	Adapted from Chiu, Lo, Hsieh, & Hwang (2019)



### 3.4.2.2. Trust

Trust scales were used to help measure consumers' perceptions of perceived risk when buying online versus through an in-store environment. The scales consisted of adapted items from Arora, & Sahney (2018), Hongyoun, Hahn, & Kim (2009), and Cho, Bonn, & Kang, (2014).

Table 3:2 Adapted Items to Measure Perceptions of Trust

Trust Constructs	Source
<b>Trust (TR)</b>	
<i>Perceived risk in buying wine online</i>	
<i>TR<sub>1</sub></i> I fear fraudulent practices when buying wine online	Adapted from Arora, & Sahney (2018)
<i>TR<sub>2</sub></i> I fear making payments online when buying wine online	Adapted from Hongyoun Hahn, & Kim (2009)
<i>TR<sub>3</sub></i> When buying wine online I'm concerned that the quality may not be the same as a store-bought wine	Adapted from Cho, Bonn, & Kang, (2014)
<i>TR<sub>4</sub></i> I feel difficulty in judging the quality of wine online	Adapted from Arora, & Sahney (2018)
<i>TR<sub>5</sub></i> There is a high possibility of getting the wrong wine when buying online	Adapted from Arora, & Sahney (2018)
<i>TR<sub>6</sub></i> There is insecurity of personal data when I buy wine online	Adapted from Hongyoun Hahn, & Kim (2009)
<i>Perceived risk of buying wine in-store</i>	
<i>TR<sub>7</sub></i> I feel difficulty in judging the quality of wine in-store	Adapted from Arora, & Sahney (2018)
<i>TR<sub>8</sub></i> There is a high possibility of getting the wrong wine when buying in-store	Adapted from Arora, & Sahney (2018)

### 3.4.2.3. Convenience

Convenience was measured in terms of shopping convenience, immediacy, and accessibility. The convenience scales were adapted from Kukar-Kinney, Ridgway, & Monroe (2009), Cho, Bonn, & Kang (2014), and Noble, Griffith, & Weinberger (2005).

Table 3:3 Adapted Items to Measure Perceptions of Convenience

Convenience Constructs	Source
<b>Convenience (CO)</b>	
<i>Shopping convenience</i>	
CO <sub>1</sub> I can gather a lot of information in a short amount of time when buying wine online	Adapted from Kukar-Kinney, Ridgway, & Monroe (2009)
CO <sub>2</sub> I can gather a lot of information in a short amount of time when buying wine in-store	Adapted from Kukar-Kinney, Ridgway, & Monroe (2009)
CO <sub>3</sub> There are many wine choices available online	Adapted from Kukar-Kinney, Ridgway, & Monroe (2009)
CO <sub>4</sub> There are many wine choices available in-store	Adapted from Kukar-Kinney, Ridgway, & Monroe (2009)
CO <sub>5</sub> Online wine stores are easy to use	Adapted from Cho, Bonn, & Kang (2014)
<i>Immediacy</i>	
CO <sub>6</sub> I do not mind ordering wine through the internet and waiting for it to arrive	Adapted from Noble, Griffith, & Weinberger (2005)
CO <sub>7</sub> I would rather buy my wine in-store than order it online and wait for it to arrive	Adapted from Noble, Griffith, & Weinberger (2005)
CO <sub>8</sub> When I order a product, I want to use it immediately	Adapted from Noble, Griffith, & Weinberger (2005)
<i>Accessibility</i>	
CO <sub>9</sub> Online wine stores are convenient to access	Adapted from Cho, Bonn, & Kang (2014)
CO <sub>10</sub> In-store wine retailers are convenient to access	Adapted from Cho, Bonn, & Kang (2014)

#### 3.4.2.4. Available Information

Available information was measured through webrooming behaviour, showrooming behaviour, and information available online versus in-store. Scales used to measure available information were adapted from Arora and Sahney (2018), Burns, Gupta, Bihn, and Hutchins (2018), and Cho, Bonn, and Kang (2014).

Table 3:4 Adapted Items to Measure Available Information

Available Information Constructs	Sources
<b>Available Information (AI)</b>	
<i>Webrooming behaviour</i>	
AI <sub>1</sub> I collect information about wine online before buying in a physical store	Adapted from Arora, & Sahney (2018)
AI <sub>2</sub> When I buy wine, I go online so I can check prices, then buy in-store	Adapted from Burns, Gupta, Bihn, & Hutchins (2018)
<i>Showrooming behaviour</i>	
AI <sub>3</sub> I collect information about wine in-store before buying online	Adapted from Arora, & Sahney (2018)
AI <sub>4</sub> When I buy wine, I go to the store so I can touch and asses the product, then buy online	Adapted from Burns, Gupta, Bihn, & Hutchins (2018)
<i>Available information online</i>	
AI <sub>5</sub> Online wine retailers provide in-depth information	Adapted from Cho, Bonn, & Kang, (2014)
AI <sub>6</sub> Online wine retailers provide useful information	Adapted from Cho, Bonn, & Kang, (2014)
<i>Available information in-store</i>	
AI <sub>7</sub> In-store wine retailers provide in-depth information	Adapted from Cho, Bonn, & Kang, (2014)
AI <sub>8</sub> In-store wine retailers provide useful information	Adapted from Cho, Bonn, & Kang, (2014)

### 3.4.3. Influence to Shop for Wine

Secondly, scales that influence consumers to shop for wine were created from pre-existing literature. The purpose of measuring these influences was to understand whether their importance influenced channel choice, as well as catering to wines product type. Two types of influences are explored; Labelling/Packaging and Branding.

#### 3.4.3.1. Labelling/Packaging

Labelling and Packaging were measured in terms of information on the wine label, information on the front label, and information on the back label. The labelling and packaging scales were adapted from Castellini and Smoggia (2018), and Barber, Almanza, and Donovan (2006).

Table 3:5 Adapted Items to Measure Labelling/Packaging

Labelling and Packaging	Source
Labelling and Packaging (LP)	
<i>Information on the wine label</i>	
LP <sub>1</sub> I read information on the label when I buy wine	Adapted from Castellini & Samoggia (2018)
LP <sub>2</sub> I think the label provides important information about the wine	Adapted from Castellini & Samoggia (2018)
<i>Information on front label</i>	
LP <sub>3</sub> Front label is important because it displays brand name	Adapted from Barber, Almanza, & Donovan (2006)
LP <sub>4</sub> Front label is important because of the image, picture, or logo	Adapted from Barber, Almanza, & Donovan (2006)
<i>Information on back label</i>	
LP <sub>5</sub> Back label is important to learn about the winery	Adapted from Barber, Almanza, & Donovan (2006)
LP <sub>6</sub> Back label is important to learn about the history or wine region	Adapted from Barber, Almanza, & Donovan (2006)

#### 3.4.3.2. Branding

Branding was measured in terms of brand loyalty. Scales were adapted from Burns, Gupta, Bihn, and Hutchins (2018).

Table 3:6 Adapted Items to Measure Branding

Branding Constructs	Source
Branding (BR)	
<i>Brand loyalty</i>	
BR <sub>1</sub> Brand name is important to me when I shop for wine	Adapted from Burns, Gupta, Bihn, & Hutchins (2018)
BR <sub>2</sub> I buy the same brand of wine every time I shop	Adapted from Burns, Gupta, Bihn, & Hutchins (2018)

<i>BR<sub>3</sub></i> I would rather stick to a brand of wine I'm familiar with than buying a wine brand I'm not sure of	Adapted from Burns, Gupta, Bihn, & Hutchins (2018)
<i>BR<sub>4</sub></i> I think store-branded wine is just as good as branded wine	Adapted from Burns, Gupta, Bihn, & Hutchins (2018)

#### 3.4.4. Wine Involvement

Participants were then asked questions surrounding their involvement with wine. Scales were adapted from Laurent and Kapferer (1985).

Table 3:7 Adapted Items to Measure Wine Involvement

Wine Involvement Constructs	Source
<b>Wine Involvement (WI)</b>	
<i>WI<sub>1</sub></i> I attach great importance to wine	Adapted from Laurent and Kapferer, (1985)
<i>WI<sub>2</sub></i> One can say that wine interests me a lot	Adapted from Laurent and Kapferer, (1985)
<i>WI<sub>3</sub></i> It gives me great pleasure to purchase wine	Adapted from Laurent and Kapferer, (1985)
<i>WI<sub>4</sub></i> Buying wine is like buying a gift for myself	Adapted from Laurent and Kapferer, (1985)

#### 3.4.5. Pandemic Response

The current pandemic; Coronavirus, was measured in terms of participant's attitudes and risk perceptions they associated with the virus, as well as behavioural intentions during the outbreak. Risk perceptions and attitudes were measured using adapted scales from Seale, Heywood, and McLaws (2009), as well as Teasdale, Yardly, Schlotz, and Michie (2012). Behavioural intentions were measured using adapted scales from Seale, Heywood, and McLaws (2009).

Table 3:8 Adapted Items to Measure Coronavirus Perceptions

Covid19 Construct	Source
<b>Coronavirus (CV)</b>	
<i>Risk perceptions and attitudes towards Covid19</i>	
CV <sub>1</sub> I think the current Coronavirus situation is serious	Adapted from Seale, Heywood, & McLaws (2009)
CV <sub>2</sub> People are still going to be catching Coronavirus six months from now	Adapted from Seale, Heywood, & McLaws (2009)
CV <sub>3</sub> If I don't take preventative action, I'm worried about catching Coronavirus	Adapted from Teasdale, Yardly, Schlotz, & Michie (2012)
<i>Behavioural intentions</i>	
CV <sub>4</sub> I have reduced the amount of times I go to the shops because of Coronavirus	Adapted from Seale, Heywood, & McLaws (2009)
CV <sub>5</sub> I have increased the amount of times I buy online because of Coronavirus	Adapted from Seale, Heywood, & McLaws (2009)

#### 3.4.6. Demographic Questions

The last component of the survey consisted of demographic questions related to gender, age, household income, education, ethnicity, and employment status. Consumers were also asked how many times they purchased wine a week, the average price point for each bottle they purchased, purchase intentions regarding wine, and the knowledge they possess of wine.

Lastly, participants were provided with a sliding scale to determine how often they engaged with online platforms when buying wine. The scale helped differentiate 'pure shoppers' from 'mixed shoppers', to cater to behaviours in the modern-day market (Cebollada et al., 2019). The sliding scale ranged from buying a low proportion of wine online to buying a high proportion of wine online. The remaining percentage of wine that was not purchased online was assumed to have been purchased in-store.

At the end of the survey, Mechanical Turk ID numbers were requested so that the researcher could identify which respondents to compensate for their time.

### 3.5. Survey Review

Before the survey was administered through Mechanical Turk, it was subject to review through multiple sources. Initially, the survey was reviewed by the researcher to identify any unnecessary questions, grammatical errors, and overall cohesion as a whole. Throughout this step, the researcher took necessary steps such as re-wording and re-ordering to ensure clarity and conciseness.

Following on from this, the researcher ensured the survey was reviewed by the research supervisor which allowed for the opportunity for more feedback, further judgement, and recommendations. This also allowed the researcher to ensure there were no missed concepts, as well as advising on the flow and coherency of the survey. Suggestions for bettering the flow were suggested, alongside suggestions to include an additional section to measure whether consumers' behavioural intentions have changed since the Coronavirus pandemic. The survey was adapted accordingly.

After this, the researcher distributed the survey to six family members and friends for final recommendations, as well as ensuring the time frame indicated to complete the survey on the Information Sheet was accurate. This group was deemed appropriate to be exposed to the survey initially as they had no prior knowledge of the questions being asked. Therefore, the time it took them to read through and understand each question provided an accurate indication of completion times. Results revealed that all questions were understood, and suggestions were made in terms of correcting grammatical errors. The average amount of time taken to complete the survey also aligned with the time stated on the Information Sheet: being 11 minutes 26 seconds.

### 3.6. Sample

Individuals who took part in this survey live in the US. Participants were 21 years old or over in age, as the legal drinking age in the US is 21+. Participants were also required to have purchased wine through an online platform in the past month. Setting this requirement ensured the

respondents could accurately recall their experiences and feelings they encountered towards the purchasing channel when buying the wine.

Amazon Turk allows you to select the desired amount of people needed: 300 was specified. This number was determined by using similar studies as an indication of sample size (Morse, 2000). Once the survey had received 300 responses, Mechanical Turk stopped allowing people to participate. There was little risk that 300 responses wouldn't be achieved, due to a large number of people present on the Mechanical Turk website, and that the requirements for respondents to take part in the study were also not very restrictive.

### 3.7. Sample Recruitment

To recruit the respondents of the survey, the researcher used an online panel due to the limited time and resources allocated. The platform used to distribute the survey was Mechanical Turk, a crowdsourcing internet marketplace. Mechanical Turk was considered to be the most viable option to source participants, due to the need for a large sample size.

Mechanical Turk is acknowledged as being the largest online labour market; hence, users from many different demographics are present, and data is considered to be more reliable than other internet survey sites (Buhrmester, Kwang, & Gosling, 2011). Overall, given the focus of this study, recruiting participants online is appropriate, as the survey measures perceptions of purchasing wine online. The survey was sent to potential respondents in the US, with a description of who was eligible to partake. The reasoning behind why US respondents were approached is because Mechanical Turk only caters to North American residents. Additionally, US-based respondents are suitable for this study, as there is a growing demand from wine in the US, and this research focuses on understudied channels to help inform wine retailers (Mueller et al., 2011; Wine Australia, 2020).

Mechanical Turk allows registered users to perform small tasks for micropayments. The participant pool is readily available and easy to access at an affordable cost. By selecting Amazon Turk as a platform, the researcher was able to pay respondents a small fee of US\$1.50 per completed survey. Mechanical Turk also gave the researcher the ability to withhold payment in case of invalid responses or participants who did not meet the requirements.



Those who did not meet the criteria of age and wine consumption habits were thanked for their interest but were not able to proceed further with the survey. Participants were then asked later on in the survey for their age, to mitigate initial dishonesty. Additionally, further questions were incorporated into the survey to remove systematic responses. These questions were phrased as followed; 'If you are reading this, please select Strongly Agree' and 'If you are reading this please select Disagree'.

### 3.8. Data Preparation and Coding Procedure

Once the data was obtained from the survey, it was exported to the statistical package SPSS, for analysis. The first step to ensure the data was free of any ambiguities, errors, or omissions, was a thorough examination of all responses. Through the examination process, the researcher removed all invalid responses, including test responses, responses that did not meet the screening criteria, and systematic response patterns. The researcher then determined appropriate times for completion of the survey, those being a minimum of four minutes (240 seconds) and a maximum of two hours (7,200 seconds). Any responses that didn't meet the timing requirements were removed from the data analysis. To identify inaccurate responses, the researcher revisited the initial screening questions regarding age and buying wine online at the end of the survey, with those respondents who failed to meet the criteria being removed from the analysis sample.

### 3.9. Validity and Reliability of Research Instrument

There were multiple measures used to ensure the research design was valid and reliable. The first way the researcher ensured validity was through an in-depth literature review of appropriate literature surrounding the topic. The second way validity was ensured was through the adaptation of pre-existing scales present in literature. Finally, reliability was ensured through the allowance of third parties to review the survey before it was exposed to the sample, as well as the Cronbach alpha scores for each construct measured.

### 3.10. Data Analysis Procedures

Factor analysis is described as being ‘the analysis that can be utilized to examine the underlying patterns or relationships for a large number of variables and to determine whether the information can be condensed or summarized in a smaller set of factors or components’ (Hair, Black, Babin, & Anderson, 2013, p. 89). It is recognised there are multiple factor analysis techniques, however, for this study, principal component analysis (PCA) was deemed to be the most appropriate.

The reasoning behind this decision was that the researcher’s primary concern was data reduction; PCA allows to focus on the minimum number of factors to explain the maximum proportion of variance (Hair et al, 2013). Initially, the researcher ensured that all constructs were suited for PCA by making sure all Kaiser Meyer-Olkin scores were over .5, and the Barlett’s Test of Sphericity was significant; less than .05. The communalities table was then examined to ensure all items had a value of more than .5, and those that were not were removed from the analysis. The rotated component matrix was also examined to ensure there were no cross loadings; items that load onto more than one factor were removed from the data (Hair et al., 2013). Once this was completed, the researcher then determined the factor which explained the most variance from each construct, then removed all other factors and items. A single-factor solution was decided, following Hair et al.’s (2017) recommendation to find a simple solution with the least possible factors, whilst explaining the most variance. Lastly, the chosen factor was examined through a reliability test which produced a Cronbach Alpha score which helped determine scale reliability. The researcher considered any Cronbach Alpha score above .7 to be acceptable for the study. This figure was determined by Hair et al.’s (2013) recommendation as being an appropriate cut off value.

Hierarchical cluster analysis was the next test used, which helped the researcher segment different groups of participants based upon their responses. This approach was chosen as it was deemed most appropriate as the number of groupings formed from the data is unknown. Therefore, it is necessary to find the optimal number of groupings (Hair et al., 2013). Additionally, cluster analysis helps satisfy Objective 2; developing meaningful subgroups of

individuals (Hair et al., 2013). Cluster analysis 'groups individuals or objects into clusters so that objects in the same cluster are more similar to one another than they are to objects in other clusters' (Hair et al., 2013, p.415).

When conducting the cluster analysis using SPSS, it helped recognise the composition of the groups, whilst also providing suggestions upon the number of possible solutions. Cluster analysis was applied to all constructs assessed in the survey; price, trust, convenience, available information, labelling/packaging, branding, wine involvement and coronavirus perceptions.

Lastly, chi-square tests were used to help identify the relationship between the clusters and the demographics of participants. Any value below the appropriate .05 value was considered to indicate a significant relationship between the cluster and demographic variables.

### 3.11. Ethical Considerations

This thesis was confirmed by the University of Canterbury Human Ethics Committee as being a low-risk application. All procedures were taken in accordance with the ethics committee rules and no data was collected before approval was granted on the 17<sup>th</sup> of January, 2020 (See Appendix 7.1). The application consisted of a preface to the survey; alongside screening questions the participants were exposed to, to ensure they were a viable fit to participate. Within the preface, participants were provided with information surrounding the objective of the research, the nature of the research, and the parties involved with the creation and distribution of the research. Participants were provided with this information to ensure they understood the nature of the research and were not misled throughout the process. Participants were also made aware that their participation was voluntary, and they could withdraw from the survey at any time without penalty (Appendix 7.2).

Even though the research topic was not considered to be controversial, all participants were assured of their safety and privacy. Steps to ensure this included not asking participants for information such as their name, and participants were identified by their Mechanical Turk worker ID.

### 3.12. Chapter Summary

This chapter outlined the quantitative research method employed to satisfy the research questions outlined in Chapter One. Firstly, the research design was addressed. Following on from this, the research instrument (construct scales and items) were outlined, alongside their sources. Next, the sample criteria were described and justified, before proceeding with the data collection explanation. Lastly, the data analysis process was outlined, and the ethical considerations were presented. Chapter Four will outline the demographics of those who participated in the survey, as well as the multivariate analysis that was conducted.

## 4. Results

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### 4.1 Introduction

This chapter presents the results of the statistical analyses that were conducted to fulfil the research objectives outlined in Chapter One. The results are structured into three sections, with the first being an overview of the research sample. The research sample section includes information such as the size and composition of the sample, as well as the justification behind the exclusion of some responses. Following on from this, the second section examines the scale structure and reliability for each construct. The last section examines the results of the cluster analysis, chi-square, and one-way ANOVA tests.

### 4.2. Sample Size and Composition

#### 4.2.1. Sample Size

Data collection occurred on the 8<sup>th</sup> and 9<sup>th</sup> of June 2020 over a period of 48 hours. A total of 332 responses were obtained from the online platform: Mechanical Turk. Once the researcher obtained these responses, work was completed to ensure it was cleaned of any ambiguities, errors, and omissions. A further incomplete survey was also removed from the data leaving 331 responses. A total of 24 respondents did not meet the screening criteria (being over the age of 21 and having purchased wine online in the past month) and were therefore deleted, leaving 307 responses.

A search for inconsistencies with reporting age during the screening and demographic stage of the survey was then completed which revealed there to be no respondents identified as being initially dishonest with their age. Another search for inconsistencies with reporting buying wine online during the screening questions at the demographic stage of the survey was completed, which revealed eight respondents who bought zero percent of their wine online, narrowing down the sample size to 299. Following on from this, a further search was completed to ensure respondents were true and accurate in their selections: five responses were deleted, leaving 294 responses. The researcher then took the initiative to contact the Mechanical Turk personnel to gather five replacement responses.

Straight-line respondents were then taken into consideration, and a total of three were deleted, leaving 296 responses. The researcher then created a minimum and maximum time allowed to complete the survey (minimum being four minutes and maximum being two hours). Four minutes was decided to be the minimum completion time as the researcher recognised it to be the minimum time it took for a family member to complete the survey prior to it being published through Mechanical Turk.

Two hours was the maximum completion time as the researcher understands it may take some participants longer than others. Additionally, having two hours as a maximum also allows participants to run the survey in the background, providing the option to revisit the survey without having to complete it in one sitting. A total of 48 responses were thus removed. The final sample size was 248.

#### 4.2.2. Sample Composition

Table 4:1 depicts the demographics of the participants who completed the survey. There were slightly more men than women, with 50.4% of respondents being male, and 49.6% of respondents being female. Participants who identified as being 31-40 years old accounted for 44.4% of responses, whilst only 22.6% of respondents indicated their age to be between 41-50.

Over half the respondents (53.2%), had four years of college experience, whilst 21.4% had completed their master's degree. 74.2% of the respondents were White/Caucasian, with 12.5% being African American. 87.1% of the respondents were in paid employment. The most common income bracket for respondents was US\$50,000-\$74,999. The second-most common was the US\$75,000-\$99,999 income bracket, as 19.4% of respondents indicated the figure applied to them.

Table 4:1 Sample Demographics		
Demographic Variable	Category	Percentage
Gender	Male	50.4%
	Female	49.6%
Age	21-25 years old	4.0%
	26-30 years old	12.9%
	31-35 years old	23.4%
	36-40 years old	21.0%
	41-45 years old	14.1%
	46-50 years old	8.5%
	51-55 years old	6.9%
	56-60 years old	5.2%
	61+ years old	4.0%
Education	High school/GED	3.2%
	Some college	10.9%
	2-year college	7.3%
	4-year college	53.2%
	Master's degree	21.4%
	Doctoral degree	0.8%
	Professional degree (JD, MD)	3.2%
Ethnicity	White/Caucasian	74.2%
	African American	12.5%
	Hispanic	4.4%
	Asian	6.9%
	Native American	0.4%
	Other	1.6%
Employment	Employed (Paid)	87.1%
	Employed (Unpaid)	0.4%
	Self-employed	4.8%
	Government	0.8%
	Unemployed	3.2%
	Student	0.4%
	Homemaker	1.6%
Household income	Less than \$25,000	1.2%
	\$25,000-\$49,999	19.0%
	\$50,000-\$74,999	26.6%
	\$75,000-\$99,999	19.4%

	\$100,000-\$124,999	10.1%
	\$125,000-\$149,999	8.1%
	\$150,000-\$174,999	3.6%
	\$175,000-\$199,999	3.6%
	\$200,000 +	8.5%

Table 4:2 depicts the participant's involvement with wine. 122 respondents indicated that they bought wine 1-2 times per week, whereas 113 suggested they bought wine less than once per week. The most common option was US\$15.00-\$19.99 (28.2%) when indicating how much a respondent usually spends on wine; US\$10-\$14.99 being the next common option (23.4%). 92.7% of respondents indicated that they usually buy wine for their consumption. When considering knowledge, over half of the respondents claimed they are somewhat knowledgeable about wine (64.9%). 33.8% of respondents bought 25-49% of their wine online.

Table 4:2 Wine Consumption Habits		
Variable	Category	Percentage
Wine purchase frequency	Less than once a week	45.6%
	1-2 times per week	49.2%
	3-4 times per week	5.2%
Wine spend	Less than \$5.00	0.4%
	\$5.00-\$9.99	4.0%
	\$10.00-\$14.99	23.4%
	\$15.00-\$19.99	28.2%
	\$20.00-\$24.99	21.8%
	\$25.00-\$29.99	10.9%
	\$30.00-\$39.99	5.2%
	\$40.00-\$49.99	2.8%
	\$50.00-\$59.99	1.6%
	\$60.00-\$74.99	0.4%
	\$75.00-\$99.99	0.8%
	\$100.00-\$149.99	0.4%
Purchase intention	Buy wine for own consumption	92.7%
	Buy wine as a gift	1.2%
	Buy wine because I am a collector	0.8%



	Buy wine when I have guests	5.2%
Wine knowledge	Know little	29.4%
	Somewhat knowledgeable	64.9%
	Very knowledgeable	5.6%
Proportion purchased online	1-24%	22.1%
	25-49%	33.8%
	50-74%	28.5%
	75-100%	15.6%

### 4.3. Scale Structure and Reliability

The dimensionality and reliability of the scales were initially tested using Principle Component Analysis (PCA) followed by Cronbach's alpha. Varimax rotation was used during PCA to assess the dimensionality of the scales. Coefficients smaller than .40 were removed, to ensure significance (Hair et al., 2017), and items that loaded onto two components were considered to be cross loaded which were consequently deleted to allow for a 'simple structure' (Thurstone, 1947). Furthermore, all items with communalities smaller than .50 were also deleted, to ensure the most variance was explained.

Hair et al. (2017) explains that the number of factors that best describes the underlying relationship is up to the researcher. Additionally, the researcher has to find a balance between finding a simple solution with the least factors as possible, whilst explaining as much variance as possible (Hair et al., 2017). To do so, the researcher took on Tabachnick and Fidell's (2013) recommendation to adopt an exploratory approach and experimented with several different factor combinations until satisfied with the result. Whilst doing so, the researcher determined a single factor solution for each construct to be appropriate, as it revealed a simple solution with one factor, whilst explaining a greater total variance for each construct. Following on from the completion of PCA, the reliability of the scales was tested through Cronbach's alpha.

#### 4.3.1. Price

The PCA suggested that the strongest component of the price construct was ‘price sensitivity’, which explained 65.19% of the variance. Consequently, the items that made up the ‘general pricing’ component were removed  $PR_1$ ,  $PR_2$ ,  $PR_3$ , and  $PR_4$ .

Table 4:3 Factor Analysis for Price

<b><i>Price Sensitivity</i></b>	
<b>Scale items</b>	<b>Component</b>
$PR_6$ I will change what wine I have planned to buy in order to take advantage of a lower priced wine	.824
$PR_5$ I’m willing to make extra effort to find a lower priced wine	.807
$PR_8$ I am sensitive to different prices in wine	.791
Variance explained	65.19%
Mean	2.75
Standard deviation	0.99
Cronbach’s alpha	0.73

#### 4.3.2. Trust

The PCA suggested that the component that explained most of the variance of trust was ‘perceived risks of buying online’, explaining 68.46%. Consequently, the items that made up ‘perceived risks of buying in-store’ were removed,  $TR_7$ , and  $TR_8$ . Alongside this, items initially suggested to fit perceived risks of buying online were also deleted due to low values on the rotated component table;  $TR_4$  and  $TR_5$ .

Table 4:4 Factor Analysis for Trust

<i>Perceived Risks of Buying Online</i>	
Scale item	Component
<i>TR</i> <sub>1</sub> I fear fraudulent practices when buying wine online	.857
<i>TR</i> <sub>2</sub> I fear making payments when buying wine online	.845
<i>TR</i> <sub>3</sub> When buying wine online I'm concerned that the quality may not be as good as a store-bought wine	.820
<i>TR</i> <sub>5</sub> There is insecurity of personal data when buying wine online	.785
Variance explained	68.46%
Mean	4.97
Standard deviation	1.31
Cronbach's alpha	0.84

#### 4.3.3. Convenience

The PCA suggested that the component that explained the most variance (65.69%) of the convenience construct was 'online convenience'. Other items were removed from the data due to low communality value and cross loadings; *CO*<sub>2</sub>, *CO*<sub>3</sub>, *CO*<sub>4</sub>, *CO*<sub>6</sub>, *CO*<sub>7</sub>; *CO*<sub>8</sub>, and *CO*<sub>10</sub>.

Table 4:5 Factor Analysis for Convenience

<i>Online Convenience</i>	
Scale item	Component
<i>CO</i> <sub>5</sub> Online wine stores are easy to use	.823
<i>CO</i> <sub>9</sub> Online wine stores are convenient to access	.805
<i>CO</i> <sub>1</sub> I can gather a lot of information in a short amount of time when buying online	.801
Variance explained	65.69%

Mean	2.09
Standard deviation	0.81
Cronbach's alpha	0.74

#### 4.3.4. Available Information

The PCA suggested the strongest component of available information was 'online information', explaining 86.49% of the variance. Consequently, all other items were removed if they did not fall within the 'online information' factor, had low values on the communality table, or were cross loaded; *Al<sub>1</sub>*, *Al<sub>2</sub>*, *AL<sub>3</sub>*, *Al<sub>4</sub>*, *AL<sub>7</sub>*, and *AL<sub>8</sub>*.

Table 4:6 Factor Analysis for Available Information

<b><i>Online Information</i></b>	
<b>Scale item</b>	<b>Component</b>
<i>Al<sub>5</sub></i> Online wine stores provide in-depth information	.930
<i>Al<sub>6</sub></i> Online wine stores provide useful information	.930
Variance explained	86.49%
Mean	2.21
Standard deviation	0.91
Cronbach's alpha	0.83

#### 4.3.5. Labelling/Packaging

The PCA suggested the component which explained most of labelling/packaging construct is information offering, accounting for 85.37% of the variance. Consequently, items from the front label and back label constructs were removed, alongside cross loaded items; *LP<sub>3</sub>*, *LP<sub>4</sub>*, *LP<sub>5</sub>*, *LP<sub>6</sub>*.

Table 4:7 Factor Analysis for Labelling/Packaging

<b>Information Offering</b>	
<b>Scale item</b>	<b>Component</b>
<i>LP<sub>2</sub></i> I think the label provides important information about wine	.924
<i>LP<sub>1</sub></i> I read information on the label when I buy wine	.924
Variance explained	85.37%
Mean	2.33
Standard deviation	1.07
Cronbach's alpha	0.83

#### 4.3.6. Branding

The PCA suggested branding was made up of one component. This component explained 69.58% of the variance. Originally the researcher suggested one component that is seen consistent with PCA is brand loyalty. Not all original items were retained; item *BR<sub>4</sub>* was deleted due to a low value on the communalities table.

Table 4:8 Factor Analysis for Branding

<b>Brand Loyalty</b>	
<b>Scale item</b>	<b>Component</b>
<i>BR<sub>3</sub></i> I would rather stick to a brand of wine I'm familiar with than buying a brand of wine I'm not sure of	.881
<i>BR<sub>2</sub></i> I buy the same brand of wine every time I shop	.866
<i>BR<sub>1</sub></i> Brand name is important to me when I shop for wine	.749
Variance explained	69.58%
Mean	3.88
Standard deviation	1.28

Cronbach's alpha	0.78
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#### 4.4. Factor Analysis Findings

The available information construct made up of the single factor solution 'online information' explained the most variance; being 86.49%, when compared to all other constructs. The factor that explained most of the variance regarding the pricing construct was revealed to be 'price sensitivity', which is more concerned with addressing characteristics of a consumer that may influence their purchasing habits, rather than determining pricing in an online/in-store retail environment. The mean score of price sensitivity was revealed to be 2.75, indicating that consumers agree to be sensitive in the pricing of wine.

Considering the means as a basis, the convenience construct made up from 'online convenience' held the lowest overall score (2.09), suggesting that consumers agree convenience is the biggest benefit when buying wine online. This was closely followed by the available information construct made up of 'information available online' as the mean score was 2.21, meaning consumers also agree that information availability is a benefit of shopping for wine online.

When considering motivators to buy wine, the construct labelling/packaging which was made up of 'information offering' held the lowest mean score from the two visual influences (being 2.33). This suggests consumers agree that labelling/packaging information is beneficial when buying a bottle of wine. The mean score for the branding construct, made up of 'brand loyalty' was 3.88, suggesting that consumers held somewhat neutral attitudes towards branding when selecting a bottle of wine.

#### 4.5. Cluster Analysis

Three tests were run to identify consumer segments involved in online versus in-store purchasing when buying wine: cluster analysis, chi-square, and one-way ANOVA. Firstly, the cluster analysis function using Ward's method was used to identify groups associated with

sourcing wine online versus in-store. This analysis revealed there to be three clusters of consumers who deemed there to be different benefits in purchasing wine online versus in-store. Following on from the cluster analysis, chi-square tests were run to help understand whether there is a significant relationship ( $p < .05$ ) between the demographics of the participants and the identified clusters. Lastly, one-way ANOVA was conducted to understand whether there was any significant differences between the means of each consumer cluster.

All scales were combined to understand the cluster solution appropriate for the data. Cluster analysis suggested a three-to-four cluster solution based upon the agglomeration schedule. After a comparison of the group size provided by the frequency table as a criterion of these cluster solutions, it was determined that a three-cluster solution would be most appropriate to interpret the data. The mean scale factor scores for this three-cluster solution are displayed in Table 4:9. The first group; Modern Consumers, represent 44.35% of the sample. The second group; Visual Consumers, represents 22.98% of the sample. Lastly, the final group; Neutral Consumers, represent 32.66% of the sample. Using the means as a basis it was determined that Modern Consumers deemed online convenience as the most important factor, followed closely by the information available online.

It was also noted that this group was slightly more price-sensitive than the others and purchased the most amount of wine online. Visual Consumers deemed labelling to be most important when buying a bottle of wine, as well as being the group that most valued branding of wine to help aid purchase decisions, whilst buying only 43.51% of their wine online. The last group: Neutral Consumers held very neutral attitudes regarding the questions asked, the convenience of an online store was their most valued factor when buying wine. However, they purchased only 39.27% of their wine online.

Table 4:9 Cluster Profiles

Factor	Modern Consumers	Visual Consumers	Neutral Consumers	Mean total
Price	2.36	2.44	3.48	2.75
Trust	5.83	3.35	4.94	4.97
Convenience	1.70	2.13	2.59	2.09
Available Information	1.79	1.98	2.96	2.21
Labelling/Packaging	2.11	1.81	3.01	2.33
Branding	4.28	3.39	3.68	3.88
Wine involvement	2.51	2.36	3.05	2.65
Coronavirus perceptions	2.09	1.82	2.36	2.11
Average % of wine bought online	50.88%	43.51%	39.27%	45.55%

In terms of channel choice influence, the means of all three groups revealed convenience is perceived to be the biggest benefit when shopping for wine online, followed closely by the available information that wine stores offer. Modern Consumers disagreed with scales regarding the perceived risk of the internet, whilst Visual Consumers agreed the internet is un-trustworthy to buy wine. Labelling/packaging is perceived to be the biggest benefit of buying a bottle of wine itself, and all three groups were found to be slightly sensitive to price.

#### 4.5.1. Chi-squared Analysis

The chi-squared analysis revealed that the number of times a week the individual purchases wine was significant ( $\chi^2=19.62$ ,  $p=.001$ ). Visual Consumers were shown to buy wine most frequently, with only 26.31% of respondents buying less than once a week, 59.64% buying once to twice a week, and 14.03% buying three to four times a week. Modern consumers and Neutral Consumers both had remarkably similar wine purchasing habits; 45.62% of Neutral Consumers purchased wine less than once a week, whereas 48.02% of Modern Consumers purchased less than once a week. Modern Consumers were more likely to purchase wine frequently than Neutral Consumers as 48.18% of purchased wine 1-2 times per week. In contrast, 41.97% of Neutral Consumers purchased wine 1-2 times per week.



#### 4.5.2. One-way ANOVA

The one-way ANOVA revealed that the proportion of wine purchased online to be significant; ( $F=5.44$ ,  $P=0.005$ ). It was found that there was a significant difference between Modern Consumers and Neutral Consumers when indicating the proportion of wine purchased online; Modern Consumers purchased 50.88% of their wine online, whereas Neutral Consumers purchased 39.27% of their wine online. These results demonstrate that Modern Consumers buy 11.61% more wine online than what Neutral Consumers do. There was also a significant difference between Modern Consumers and Visual Consumers when buying online. As mentioned above, Modern Consumers purchased 50.88% of their wine online, whilst visual consumers only purchased 43.51% of their wine online.

Additionally, the one-way ANOVA analysis also revealed that both wine involvement ( $F= 11.26$ ,  $P=.000$ ) and coronavirus perceptions ( $F=3.91$ ,  $P=0.021$ ) were significant. It was found that there was a significant difference in the means between Visual Consumers and Neutral Consumers regarding perceptions towards the coronavirus. Visual Consumers suggested that they were more fearful of the virus (mean of 1.82) than Neutral Consumers (mean of 2.36). This demonstrates that Visual Consumers are also more likely to stay away from shops and buy wine online as a consequence. In terms of the wine involvement scale, it was determined that the most significant difference again was between Visual Consumers and Neutral Consumers. Visual Consumers maintained a mean of 2.36, whereas Neutral Consumers maintained a mean of 3.05 when asked questions regarding their involvement with wine. This means that Visual Consumers are considered to be slightly more involved with wine than Neutral Consumers. Modern Consumers and Neutral Consumers also had a significant difference of 0.55 in terms of their wine involvement, as Modern Consumers had a mean of 2.49, suggesting they also have a higher wine involvement than Neutral Consumers.

#### 4.6. Chapter Summary

This chapter presented the results of the quantitative research methodology. Firstly, the sample was addressed, outlining the sample size and composition. Secondly, the scale structure and reliability for each construct were discussed. Lastly, the cluster analysis, chi-square, and one-way ANOVA results were presented, which helped segment the participants and test for significant relationships. Chapter Five provides a discussion of the findings alongside research implications, limitations, and future research.

## 5. Discussion

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### 5.1. Introduction

This chapter concludes the thesis by discussing the main findings. Theoretical and practical implications of the results are addressed, alongside limitations and suggestions for future research.

### 5.2. Discussion of Main Findings

The results confirm the findings of other channel adoption literature when considering a particular product type; that of wine, which was the focus of this thesis. To satisfy Research Objective One, the researcher compared the means of each construct (see Table 4:9) which revealed the perceived benefits of purchasing from an online channel. Results were consistent with multiple studies suggesting that convenience and available information are perceived to be the biggest benefits an online store can offer when buying wine (Aw, 2019; Boardman, & McCormick, 2018; Cho et al., 2014; Kukar-Kinney et al., 2009).

To satisfy Research Objective Two, the researcher conducted a cluster analysis to identify distinct groups of wine consumers based upon their collective beliefs of perceived benefits associated with online versus in-store channels. It was found that there are three groups of wine consumers who believe there are different benefits associated with online versus in-store channels: Modern Consumers, Visual Consumers, and Neutral Consumers.

After a comparison of the means, it was found that the convenience of an online store was revealed to be most beneficial to wine consumers, followed closely by available information offered by online wine stores. This is understandable as the internet is deemed to be a very accessible purchasing channel, offering consumers the ability to shop from anywhere at any time, which may be highly sought after, especially during the current coronavirus pandemic. It is also understandable that available information online would rank highly for wine consumers as for many, information offering is highly valued since many aren't offered the ability to try before they buy.

The third and final influence suggested by the overall means associated with shopping through the internet was trust. It was found that Modern Consumers didn't perceive there to be much risk associated with buying wine online, whereas Visual Consumers did.

Herhausen et al. (2015) and San Martín and Camarero (2009) suggest that perceived risk can affect consumer's shopping preferences, consequently opting for the channel that they trust the most. These findings aid in understanding the behaviours of both Modern and Visual Consumers. Modern Consumers agreed there to be low risk involved in shopping for wine online, hence purchasing the majority of their wine online. Visual Consumers agreed there to be a high risk of purchasing wine online, hence purchasing the majority of their wine in-store.

This study posits the main benefits of adopting an online channel when buying wine to be convenience and available information. In contrast, consumers who purchased the majority of their wine in-store valued visual attributes such as labelling/packaging more. From the results, it was revealed that all three groups purchase a varying amount of wine online versus in-store. An unexpected result was that despite valuing online convenience the most (compared to other influences) to be the most beneficial from all influences assessed, Neutral Consumers purchased the majority of their wine in-store.

Concerning shopping channel preferences, the one-way ANOVA revealed that all three groups of consumers identified as being 'mixed shoppers', having bought an average of 45.55% of their wine online, suggesting the rest was purchased in-store. In the literature review it was predicted that mixed consumers don't often express 'pureness' towards a particular channel; meaning they understand the merits of both online and in-store channels, hence purchase from both (Cebollada et al., 2019).

The results of this research confirmed this idea within the context of wine consumers. Modern Consumers indicated they purchased the majority of their wine online, whilst also being the group to perceive online information offering and online convenience to be the most beneficial. This is understandable as the literature reveals that consumers often engage with the channel that they perceive to receive the most benefits from (Chocarro et al., 2013; Kim et al., 2019; Shi et al., 2020).

Surprisingly, the results demonstrated that Visual Consumers deemed available information to be the biggest benefit of shopping for wine online, whilst Neutral Consumers somewhat agreed that convenience was the biggest benefit of shopping online. However, both groups shopped for the majority of their wine in-store. This result could have occurred because there are often multiple influences involved in channel choice behaviour. Both Visual, and Neutral Consumers expressed concerns for the trustworthiness of online channels, hence this may have swayed them to purchase in-store. Influences such as trust have shown to have negative implications amongst buying online, as the perceived risk of online transactions is higher (Akhlaq, & Ahmed, 2015; Arora & Sahney, 2018; Bezes, 2016).

The PCA and reliability analyse revealed that factors involved with the benefits of online channels explained most of the variance for the two constructs: convenience and available information. This study confirmed Cho et al. (2014) proposed two factors of quality when buying wine online: system quality and information quality. The convenience scale was comprised of items regarding system quality, whilst also maintaining an item from Kukar-Kinney et al. (2009) regarding product and information variety.

The available information scale was comprised of items regarding information quality. As outlined above, all three groups agreed that online wine retailers were convenient to use and offered good information to consumers. Both Modern Consumers and Neutral Consumers perceived convenience and available information to be the most beneficial associated with online channels when considering other influences.

In contrast, Visual Consumers held stronger importance to wine attributes such as labelling/packaging. Additionally, this study suggested that items proposed by Arora and Sahney (2018) and Hongyoun et al. (2009) regarding perceived risks of online stores were applicable, however, there were higher ratings on this scale for only one group: Visual Consumers. Modern Consumers disagreed with perceived risks associated with online wine retailers, whereas Neutral Consumers held neutral perceptions.

Even though lower pricing online has been noticed as being an influence of sourcing products through the internet (Bodur et al., 2015; Chiu et al., 2019; Degeratu et al., 2000; Gensler et al., 2017), the PCA and reliability analyses revealed that items taken from He et al. (2018) and Harris et al. (2017) regarding saving money online and being able to find information about wine prices online were not best able to explain the variance in the pricing scale. The researcher's approach was to pick a single factor solution that explained the most variance. This meant the pricing scale measured one factor: price sensitivity. Consequently, the price sensitivity scale comprised of items suggested by Chiu et al. (2019), which helped measure consumer's perceptions of pricing in general, as opposed to how they perceive pricing in an online versus in-store environment.

Modern Consumers and Visual Consumers both agreed they were sensitive to different prices in wine, whereas Neutral Consumers held more neutral attitudes towards price sensitivity. Additionally, the one-way ANOVA revealed that both Modern Consumers and Visual Consumers were the two groups to purchase wine online the most, whilst also being the most price-sensitive. This is understandable as the internet offers consumers the ability to view a variety of different wines at different prices that may not be available in-store. Chiu et al. (2019) and Haridasan and Fernando (2018) also state consumers who shop on the internet are more price-sensitive than those who shop in-store.

Of the many influences that authors suggest aid in wine purchasing decisions, this study examined two: labelling/packaging and branding. It was found that all groups agreed that labelling/packaging is more important than branding when buying wine. All three groups confirmed the findings of Castellini and Samoggia's (2018) study; that labelling/packaging on the wine bottle provides good information, and that consumers often read this information when purchasing wine. In contrast, it was found that all three groups held somewhat neutral perspectives about branding when buying wine. This is understandable as all three groups also perceived available information as being a benefit, which suggests that labelling/packaging may be deemed more important due to the information offered through the label.

When the motivation to buy wine scales were analysed alongside the proportion of wine bought online, it was found that Visual Consumers held the strongest agreement towards the

benefits of labelling/packaging when buying wine, whilst also buying the majority of their wine in-store. Additionally, Neutral Consumers somewhat agreed that labelling was an important factor when buying wine and also purchased the majority of their wine in-store.

This is understandable as the in-store shopping experience gives consumers the ability to purchase wine whilst assessing it physically (Arora et al., 2017; Wang et al., 2016). Additionally, consumers often opt for the channel where they receive the most benefits from (Chocarro et al., 2013; Kim et al., 2019; Shi et al., 2020). Visual Consumers perceived labelling/packaging to be the strongest motivator when considering all the constructs addressed, which may explain why they purchase the majority of their wine in-store. In contrast, Modern Consumers also agreed labelling/packaging was an important influence when buying wine. However, they bought the majority of their wine online. This can be understood as even though this group agreed there was important information on the label, they agreed the information offered online to be more important.

### 5.3. Research Implications and Contributions

This research contributes to the retailing, channel choice, and omnichannel literature by providing a segmentation of wine consumers based upon their perceptions of benefits associated with online and in-store channels when buying wine. The findings of this research will provide both theoretical and practical implications which are outlined below.

#### 5.3.1. Theoretical Implications

Several studies reference that convenience, available information, and trust have a significant influence on adopting an online versus in-store channel when buying products. This study confirmed this assertion in the context of buying wine. To the researcher's knowledge, this was the first study to explain why consumers adopt an online versus in-store retailer when shopping for wine, whilst providing segmentation of these consumers based upon the perceived benefits associated with each channel. This study helped identify three different clusters of consumers; Modern Consumers, Visual Consumers, and Neutral Consumers, which were all revealed to have different motives for shopping online versus in-store when buying

wine. When analysing the means of the group's overall, it was recognised that convenience maintained the highest rating, and was therefore deemed to be the biggest benefit of shopping online, as the internet provides wine consumers with an accessible space where they can gather lots of information in a short amount of time (Agag & El-Masry, 2016; Bodur et al., 2015).

Participants also deemed available information offering online to be a benefit, as they believe online wine stores provide up to date, in-depth information about the products. It was also found through the Visual Consumers group that individuals who hold great importance upon visual aspects such as labelling/packaging and branding, buy the majority of their wine in-store, as it gives them the ability to physically assess the product in person.

Theoretically, this thesis contributed by adding to current channel choice and omnichannel retail literature, considering a new product type, wine. It was identified through literature that the majority of studies surrounding motivation to engage in omnichannel behaviour, as well as motivation to engage in online versus in-store retailers concerned other product types such as groceries (Arce-Urriza et al., 2017; Cebollada et al., 2019; Davies et al., 2019), which is seen as problematic since the characteristics of wine vary when compared to other products (Bishop & Barber, 2012; Marques, & Guia, 2018; Nosi, 2009).

The findings of this study suggested that the channel choice influences when buying other products are still applicable when buying wine. For example, Harris et al. (2017) study found that convenience is one of the biggest perceived benefits of shopping for groceries online, which is seen as consistent with the findings of this study when considering wine.

Additionally, this thesis also contributed theoretically by integrating literature from two different streams: motivations to buy online versus in-store and motivations to buy wine. To the researcher's knowledge, there is no study to suggest whether the importance a consumer has upon visual attributes may influence their choice of channel. When considering the Visual Consumer, results indicated they valued labelling/packaging the most and also purchased the majority of their wine in-store. This is seen as being consistent with the researcher's prediction, as consumers can assess products in-store more accurately.



### 5.3.2. Practical Implications

The purpose of this research was to provide retailers a sufficient understanding of what influences consumers to adopt an online versus in-store channel when buying wine. Results revealed there to be three consumer segments who adopt online versus in-store channels for different reasons, as they believe there to be different benefits associated with each channel.

Modern Consumers purchased the majority of their wine online due to the convenience and information offered to them through the platform. In contrast, Visual Consumers purchase the majority of their wine in-store, as they deem online wine retailers to be untrustworthy, whilst offering them the ability to assess visual attributes such as labelling and packaging more accurately. Lastly, Neutral Consumers buy the least wine online, however, they find there to be benefits of sourcing online such as convenience and available information. Identification of these groups will provide insight for wine retailers and help them understand that the wine market is extremely segmented. Therefore, retailers should consider all consumer segments when making marketing decisions regarding online and offline channels.

However, even though each segment of consumers values different factors, they all believe there to be benefits associated with online stores in terms of convenience and available information. Consequently, this shared belief offers wine retailers insight upon consumer's perceptions when buying wine online, as there is currently little research conducted within the industry to do so. This also gives retailers the chance to evaluate their current marketing efforts online, and ensure they are meeting consumer's expectations. Additionally, it was noted that consumers who perceive labelling/packaging to be important when buying wine, were shown to buy the majority of their wine in-store. This suggests in-store retailers should also be maximising their efforts to ensure visual aspects of the wine are showcased, catering to the customer's needs.

### 5.4. Limitations and Future Research

When conducting this research, multiple limitations were found when interpreting the findings. The results of the study also help inform future research for academics.

The first limitation concerns the platform used to distribute the survey; Mechanical Turk. The researcher accepted that by using Mechanical Turk, participants in this study would be residing in the United States since the platform is only accessible to American residents. Consequently, the norms, perspectives, and perceptions held by these individuals are more likely to be similar, as these attributes are often influenced greatly by culture; meaning that this study only offers insight into a representation of American wine consumers. Additionally, the retailing sector within America is thought to be somewhat 'advanced', maintaining one of the world's largest consumer markets, whilst being able to access many different retailing channels (Kulach, 2020). Consumers from other countries are more likely to hold different perceptions and may be within different stages of retail development, therefore some may be more apprehensive and have different reasons behind why/why not they are adopting online versus in-store channels. To address this, future research could include studies that examine the same context, alongside the same survey but within a different country.

This study examined why consumers chose to adopt an online versus in-store channel when buying wine. To satisfy this objective, the researcher used pre-existing literature that concerns other product types when choosing between the two platforms. The literature revealed there to be many motivations to adopt these channels, meaning the researcher had to select the most appropriate ones for this study. This was achieved by choosing four motivations that had received significant attention from researchers and were proven influences of channel choice behaviour. Therefore, the results of the study represent consumers' perceptions of adopting online versus in-store retailers based upon the four motivations chosen. This may be considered a limitation since the literature suggests more influences take part in channel choice behaviour than just the four selected for this study. This suggests there may be other influences regarding why a consumer wishes to adopt an online versus in-store channel when buying wine, however, these reasons may have not been addressed in the survey.

Additionally, visual aspects such as labelling/packaging and branding were used to understand whether their importance influenced channel choice. However, the literature states that there are many more motivations consumers take into consideration when buying wine. The examination of other motivations may help guide further research and reveal whether other

motivations influence consumers when buying wine online versus in-store. The results from these studies will help provide further insight into the motivators revealed in this study.

Another limitation of this study is that in-store retailers and online retailers were broad in definition. This study defines an in-store retailer as being any physical retail setting available to the consumer. This can include environments such as supermarkets, bottle stores, and wineries, whereas an online store was classed as being any space within the internet where one can acquire and obtain the wine. In doing this, the findings represent broad perceptions of these retail spaces. This may be seen as problematic since, for example, a supermarket and a bottle store have different characteristics and reasons for visiting compared to one another. Future research could examine the perceptions of shopping online versus in-store with a more narrow and concise definition. For example, defining in-store as a supermarket, and online as the supermarket's website, to ensure a more reliable representation.

The final limitation of this research was the impact the current pandemic might have had on the results of the study. As outlined in Chapter Three, due to the COVID-19 pandemic, many consumers are scared to leave the house due to the fear of contracting the virus. This means, as a result, many are turning to online websites to source their products. In terms of the results from this study, this may be seen as a limitation as to the percentage of sales online figure may vary compared to if this study were conducted six months before.

## 5.5. Conclusion

The results of this thesis have direct practical implications for the American wine industry and retailers, alongside theoretical implications for the retailing and wine literature. This study highlighted the importance of attributes such as convenience and available information as being influences in aiding online wine purchases, whilst identifying that consumers who value wine's labelling/packaging purchase the majority of it in-store.

Furthermore, this thesis helped identify segments of consumers who engage in purchasing wine from both online and in-store retail channels. These findings provide an opportunity for wine retailers to maximise their marketing efforts in both online and in-store environments to

ensure they are meeting wine consumer's needs. Additionally, the results of this study add to existing channel choice literature in the context of a different product type, wine. Lastly, this study provides theoretical and practical implications, as well as guiding future research within the area of wine and channel choice behaviour.

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## Appendices

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### 7.1. Ethics Approval



#### HUMAN ETHICS COMMITTEE

Secretary, Rebecca Robinson  
Telephone: +64 03 369 4588, Extn 94588  
Email: [human-ethics@canterbury.ac.nz](mailto:human-ethics@canterbury.ac.nz)

Ref: HEC 2019/102/LR

17 January 2020

Hannah Swain  
Management, Marketing and Entrepreneurship  
UNIVERSITY OF CANTERBURY

Dear Hannah

Thank you for submitting your low risk application to the Human Ethics Committee for the research proposal titled "Consumers' Attitudes Towards Purchasing Wine: the Link Between Purchasing Channels and Perceived Benefits".

I am pleased to advise that this application has been reviewed and approved.

Please note that this approval is subject to the incorporation of the amendments you have provided in your email of 9<sup>th</sup> January 2020.

With best wishes for your project.

Yours sincerely

A handwritten signature in black ink, appearing to be 'DS' followed by a stylized flourish.

Dr Dean Sutherland  
*Chair, Human Ethics Committee*

## 7.2. Survey Structure

### 7.2.1. Participant Instructions and Consent



Department of Management, Marketing and Entrepreneurship  
UC Business School  
University of Canterbury  
Christchurch, New Zealand  
hannah.swain@pg.canterbury.ac.nz

#### **Consumers attitudes towards purchasing wine: the link between purchasing channels and perceived benefits**

##### **Information Sheet for participants of this research**

My name is Hannah Swain and I am a postgraduate student working towards my Masters degree at the University of Canterbury. As part of my Masters program, I'm required to write a thesis researching a topic of my choice. The title of this thesis is, Consumers attitudes towards purchasing wine: the link between purchasing channels and perceived benefits. The main aim of this research paper is to understand what motivates wine consumers to purchase from a particular channel (online versus offline), by understanding perceived benefits associated with each.

The research involves a survey. If you choose to take part in this survey, your involvement would include answering a series of questions about what motivates you to buy from a particular purchasing channel, what motivates you to buy a bottle of wine, alongside your wine consumption habits. The survey takes approximately 10 minutes to complete.

There are no physical risks associated with taking part in the survey.

Participation is voluntary and you have the right to stop participation at any stage without penalty. You may simply close your browser to stop participation. Withdrawal of participation will also withdraw any information you have provided. We are not collecting any data that can identify you, thus the survey is strictly anonymous. The results of the project will be published. But you may be assured of the complete confidentiality of data gathered in this survey.

This information will be securely stored on the University of Canterbury server for five years, in a locked filing cabinet and password protected on a computer. Only the researchers in the study will have access to it (Researcher Hannah Swain and Professor Paul Ballantine). As required by the University's research policy, any raw data on which the results of the project depend will be retained in secure storage for five years, after which it will be destroyed.

If you would like any additional information, please contact me at hannah.swain@pg.canterbury.ac.nz or +64 3 369 3888. Additionally, for any complaints you can contact the Chair of the University of Canterbury Human Ethics Committee, Private Bag 4800, Christchurch (human-ethics@canterbury.ac.nz).

This project has been reviewed and approved by the University of Canterbury Human Ethics Committee, and participants should address any complaints to The Chair, Human Ethics Committee, University of Canterbury, Private Bag 4800, Christchurch (human-ethics@canterbury.ac.nz).

Please indicate that you agree to the terms and conditions

- ☐ I have been given a full explanation of this project, have the opportunity to ask questions, and understand what is required of me to take part in this research
- ☐ I understand that any information or opinion I provide will be kept confidential to the researchers, and my identity will not be revealed throughout the research paper
- ☐ I understand that all data collected for the study will be kept in locked and secure facilities and/or in password protected electronic form and will be destroyed after five years
- ☐ I understand the risks associated with taking part and how they will be managed
- ☐ By clicking on the arrow below, I agree to participate in this research project





### 7.2.2. Screening Questions



Are you 21 or over?

- ☐ Yes
- ☐ No



Have you purchased wine online in the past month?

- ☐ Yes
- ☐ No



### 7.2.3. Channel Choice Questions



The following questions are designed to understand what motivates you to adopt an online versus in-store retailer when buying wine. Alongside this, it helps understand your perceptions about visual cues when buying wine.

*Please indicate the extent to which you agree or disagree with each of the following statements.*



#### *Price*

Please indicate the extent to which you agree or disagree with each of the following statements regarding **price** when adopting a purchasing channel

	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
I can save money when buying wine online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can save money when buying wine in-store	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can find information about wine prices online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can find information about wine prices in-store	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I'm willing to make extra effort to find a lower priced wine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will change what wine I have planned to buy in order to take advantage of a lower priced wine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am sensitive to different prices in wine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



### Trust

Please indicate the extent to which you agree or disagree with each of the following statements regarding **trust** when adopting a purchasing channel

	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
I fear fraudulent practices when buying wine online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I fear making payments when buying wine online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When buying wine online I'm concerned that the quality may not be the same as a store-bought wine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel difficulty in judging the quality of wine online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is a high possibility of getting the wrong wine when buying online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is insecurity of personal data when I buy wine online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If you are reading this: please select 'Strongly agree'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel difficulty in judging the quality of wine in-store	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is a high possibility of getting the wrong wine when buying in-store	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Convenience

Please indicate the extent to which you agree or disagree with each of the following statements regarding **convenience** when adopting a purchasing channel

	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
I can gather a lot of information in a short amount of time when buying wine online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can gather a lot of information in a short amount of time when buying wine in-store	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are many wine choices available online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are many wine choices available in-store	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online wine stores are easy to use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do not mind ordering wine through the internet and waiting for it to arrive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would rather buy my wine in-store than order it online and wait for it to arrive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I order a product, I want to use it immediately	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online wine stores are convenient to access	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In-store wine retailers are convenient to access	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



### Available information

Please indicate the extent to which you agree or disagree with each of the following statements regarding **available information** when adopting a purchasing channel

	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
I collect information about wine online before buying in-store	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I buy wine, I go online so I can check prices, then buy in-store	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I collect information about wine in-store before buying online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I buy wine, I go to the store so I can touch and assess the product, then buy online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online wine stores provide in-depth information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In-store wine retailers provide in-depth information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online wine retailers provide useful information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In-store wine retailers provide useful information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



## 7.2.4. Wine Questions

### Labelling/Packaging

Please indicate the extent to which you agree or disagree with each of the following statements regarding **labelling/packaging** when buying wine

	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
I read information on the label when I buy wine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think the label provides important information about the wine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If you are reading this: please select 'Disagree'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Front label is important because it displays brand name	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Front label is important because of the image, picture, or logo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Back label is important to learn about the winery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Back label is important to learn about the history or wine region	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



### Branding

Please indicate the extent to which you agree or disagree with each of the following statements regarding **branding** when buying wine

	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
Brand name is important to me when I shop for wine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I buy the same brand of wine every time I shop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would rather stick to a brand of wine I'm familiar with than buying a wine brand I'm not sure of	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think store branded wine is just as good as branded wine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



### 7.2.5. Behavioural Intention Questions



The next stage of questions examine your involvement with wine, as well as your involvement with online and in-store retailers during the current Coronavirus pandemic.

Please indicate the extent to which you agree or disagree with each of the following statements



### Wine involvement

Please indicate the extent to which you agree or disagree with each of the following statements regarding **wine involvement**

	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
I attach great importance to wine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
One can say that wine interests me a lot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It gives me great pleasure to purchase wine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buying wine is like buying a gift for myself	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



## Coronavirus

Please indicate the extent to which you agree or disagree with each of the following statements regarding the current **Coronavirus** pandemic

	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
I think the current Coronavirus situation is serious	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People are still going to be catching Coronavirus six months from now	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I don't take preventative action, I'm worried about catching Coronavirus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have reduced the amount of times I go to the shops because of Coronavirus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have increased the amount of times I buy online because of Coronavirus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



## 7.2.6. Demographic questions



The last component of the survey consists of demographic questions alongside your current purchasing channel habits

*Please answer all questions required*



What is your gender?

- ☐ Male
- ☐ Female

How old are you?

- ☐ 18-20 years old
- ☐ 21-25 years old
- ☐ 26-30 years old
- ☐ 31-35 years old
- ☐ 36-40 years old
- ☐ 41-45 years old
- ☐ 46-50 years old
- ☐ 51-55 years old
- ☐ 56-60 years old
- ☐ 61+ years old



What is your annual household income before tax?

- ☐ Less than \$25,000
- ☐ \$25,000-\$49,999
- ☐ \$50,000-\$74,999
- ☐ \$75,000-\$99,999
- ☐ \$100,000-\$124,999
- ☐ \$125,000-\$149,999
- ☐ \$150,000-\$174,999
- ☐ \$175,000-\$199,999
- ☐ \$200,000+

What is the highest level of education you have completed?

- ☐ Less than High School
- ☐ High School/GED
- ☐ Some College
- ☐ 2 year College
- ☐ 4 year College
- ☐ Master's degree
- ☐ Doctoral degree
- ☐ Professional degree (JD,MD)



What is your ethnicity?

- ☐ White/Caucasian
- ☐ African American
- ☐ Hispanic
- ☐ Asian
- ☐ Native American
- ☐ Pacific Islander
- ☐ Other

What is your current employment status?

- ☐ Employed (Paid)
- ☐ Employed (Unpaid)
- ☐ Self-Employed
- ☐ Government
- ☐ Retired
- ☐ Unemployed
- ☐ Student
- ☐ Homemaker



On average, how many times a week do you purchase wine? (either by the glass or bottle)

- ☐ Less than once a week
- ☐ 1 - 2 times a week
- ☐ 3 - 4 times a week
- ☐ 5 - 6 times a week
- ☐ Everyday

On average, how much do you spend on a bottle of wine?

- ☐ Less than \$5.00
- ☐ \$5.00 - \$9.99
- ☐ \$10.00 - \$14.99
- ☐ \$15.00 - \$19.99
- ☐ \$20.00 - \$24.99
- ☐ \$25.00 - \$29.99
- ☐ \$30.00 - \$39.99
- ☐ \$40.00 - \$49.99
- ☐ \$50.00 - \$59.99
- ☐ \$60.00 - \$74.99
- ☐ \$75.00 - \$99.99
- ☐ \$100.00 - \$149.99
- ☐ \$150.00+





What is your purchase intention regarding wine?

- ☐ I usually buy wine for my own consumption
- ☐ I usually buy wine as a gift
- ☐ I usually buy wine because I'm a collector
- ☐ I usually buy wine when I have guests

How much wine knowledge do you posses?

- ☐ Know a little about wine
- ☐ Somewhat knowledgeable about wine
- ☐ Very knowledgeable about wine



Please indicate the proportion of wine you buy online (%)

Low %                      High %  
0                      10                      20                      30                      40                      50                      60                      70                      80                      90                      100

% of wine purchased online



Thank you for your participation. Please enter your Mechanical Turk worker ID:

